



**FLORIDA**

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*Foundation*

**June 2010 – March 2011**



## **Blue Cross and Blue Shield of Florida Foundation**

**Media Placements  
July 2010 – March 2011**

**Prepared by  
Shepherd  
April 11, 2011**



## **Executive Summary**

### **July 2010 – March 2011**

In the period of July 2010 – March 2011, Blue Cross and Blue Shield of Florida Foundation accumulated 238.9 million impressions through 887 earned media placements\*\*.

For the IMPACT and Embrace initiatives, coverage of results-oriented announcements by grantees generated multiple features stories. These include the grand opening of the HANDS Clinic in St. Lucie County, the Bay County Children's Dental Clinics, the Lotus House Wellness Center and Crescent Community Clinic and the new chapter on childhood obesity in the Florida Chartbook released in 2010. Announcements of grants awarded also received some feature story coverage including the Caridad Center electronic medical records program, Tampa YMCA (Tampa) and FAMU (Tallahassee) childhood obesity task forces.

The Name Change/Mission Change news was generally picked up by business publications, philanthropy trades and insurance/health trades, and the content of the articles borrowed heavily, if not word-for-word, from the press release. The Sapphire Award coverage included several features on current-year honorees, including Hebni Nutrition Consultants and OASIS as well as some previous honorees such as Shands Vista Pals. Announcements about the upcoming Sapphire Award event and the announcement of the honorees had widespread pick up from the wire distribution service.

#### **Results**

- Total placements: 887
  - IMPACT: 264
  - Embrace: 45
  - Name Change/Mission Change: 252
  - Sapphire Award: 298
  - Miscellaneous: 28
- Total impressions: approximately 238,901,969
  - IMPACT: 144,655,850
  - Embrace: 11,220,791
  - Name Change/Mission Change: 39,073,539
  - Sapphire Award: 43,714,094
  - Miscellaneous: 237,695
- Target audiences reached:
  - Executive directors, program managers, staff, board members and volunteers of Florida-based, nonprofit community health organizations
  - Other funders (foundations, corporate donors, private philanthropists)

- End users of charitable programs (uninsured individuals receiving health-related services from Foundation-funded programs)
  - Media – health care reporters, nonprofit reporters, editorial writers, philanthropy and nonprofit trade publications
  - Foundation leadership and employees
  - BCBSF executive leadership
  - BCBSF employees
  - Florida Blue Center employees
  - BCBSF members, agents, brokers, consultants and providers
  - Policymakers and key influencers (regulators, legislators, school board, chambers of commerce, governmental agencies)
- Target markets reached:
    - Miami
    - Fort Lauderdale
    - Palm Beach
    - Tampa
    - St. Petersburg
    - Panama City
    - Orlando
    - Jacksonville
    - Tallahassee
    - Gainesville
    - Florida
    - U.S.
- Key messages included:
    - Blue Cross and Blue Shield of Florida Foundation (The Blue Foundation for a Healthy Florida) is the philanthropic affiliate of Blue Cross and Blue Shield of Florida.
    - The Blue Foundation for a Healthy Florida is now Blue Cross and Blue Shield of Florida Foundation.
    - The BCBSF Foundation mission is to improve the health and well-being of Floridians and their communities.
    - The BCBSF Foundation will focus on five areas:
      - Improve access to health care
      - Improve quality and safety of patient care
      - Improve consumer health
      - Improve quality of life
      - Improve the health care system

\*\*The media coverage summary includes placements that were documented using existing media monitoring services and may not include radio, blogs, magazines and newsletters.



Summary			
From: June 2010			
To: April 2011			
Program: IMPACT	Number of Clips	Audience	
	264	144,655,850	
Media outlet	Topic	Audience	Market Region
Hola Noticias 5/29-6/4/2009	Way Clinic	N/A	Northeast
LECOM Connection Summer 2010	Manatee County Community Commission on Homelessness	N/A	Lake Erie
NewsHerald.com 6/30	Bay County Health Dept. Grant Recipient	30,829	Northwest
PR Newswire 7/8	Grant Announcement	N/A	National
The Miami Herald 7/8	Grant Announcement	170,769	Southern
Baker County Press 7/8	Baker County Health Dept Grant Recipient	5,700	Northeast
The Press Enterprise-PE.com 7/9	Grant Announcement	N/A	National
TCPalm.com 7/9	St. Lucie County Health Access Network	257,235	Southern
news-medical.net 7/9	Grant Announcement	N/A	National
Vero Beach Press Journal 7/12	St. Lucie County Health Access Network	29,610	Southern
JacksonvilleBusinessJournal.com 7/12	Grant Announcement	35,528	Northeast
TCPalm.com 7/13	St. Lucie County Free Clinic	257,235	Southern
Grantmakers Health Bulletin 7/19	Grant Announcement	N/A	National
Jacksonville Business Journal 7/22	Grant Announcement	7,836	Northeast
The Palm Beach Post 7/20	St. Lucie County Free Clinic	122,611	Southern
The Palm Beach Post 7/27	St. Lucie County Free Clinic	122,611	Southern
NBCMiami.com 7.29.2010	Community Smiles	N/A	Southern
The Nonprofit Center's Nuggets 8/2010	Applications for Grants	N/A	National
healthinschools.org 8/12	Applications for Grants	N/A	National
Articlesbase.com 8/15	Grant Opportunities	N/A	National
Sun Sentinel 8/18/2010	Caridad Center	149,892	Southern
Florida Philanthropic Network 9/2010	Grant Opportunities	N/A	Statewide
The Nonprofit Center's Nuggets Sept 2010	Grant Opportunities	N/A	National
Financial News & Daily Record 9/10	Volunteers in Medicine-Jax	29,450	Northeast
Financial News & Daily Record 9/14	Volunteers in Medicine-Jax	29,450	Northeast
Jaxdailyrecord.com 9/14	Volunteers in Medicine-Jax	9,627	Northeast
Neighbors-Miami/Key Biscayne 9/26	Lotus Wellness Center	32,437	Southern
Neighbors-Miami/Key Biscayne 9/26	Lotus Wellness Center	32,437	Southern
Neighbors-The Grove/Coral Gables 9/26	Lotus Wellness Center	32,437	Southern
e update (Faculty-Staff Newsletter-U of Miami) 9/28	Lotus House	N/A	Southern
TCPalm.com 9/29	St. Lucie County Health Access Network	257,235	Southern
The Stuart News 9/30/10	St. Lucie County Health Access Network	25,464	Southern
Eco Latino 10/10	The Way Clinic	20,000	Northeast
Daily Find 10/1/10	St. Lucie County Health Access Network	6,000	Statewide
Miami Today 10/7	Lotus House	33,000	Southern
Hometown News 10/8/10	St. Lucie County Health Access Network	16,800	Southern



kutips.com 11/5	Grant Opportunities	N/A	National
Tampa Bay Business Journal 11/10/10	Crescent Community Clinic	8,055	West Coast
St Petersburg Times/TampaBay.com 11/13/	Crescent Community Clinic	239,684	West Coast
nhl.msg.com 11/13/10	Crescent Community Clinic	N/A	National
the newlifemovement.org 11/14/10	Impact healthcare grants	N/A	National
Vero Beach Press Journal 11/15	HANDS of St. Lucie County	24,000	Southern
St.Petersburg Times 11/17/10	Crescent Community Clinic	239,684	West Coast
The Way Free Medical Clinic Website	Thanks to TBF	N/A	Northeast
faraoui.com 12/6	Grant Opportunities	N/A	
Jacksonville.com 12/16	The Way Free Clinic	584,748	Northeast
youtpretty.gicp.net	IMPACT grants	N/A	Natonal
StAugustine.com 1/28/11	WildflowerClinic	94,527	Northeast
St. Augustine Record 1/28/11	WildflowerClinic	16,086	Northeast
StAugustine.com 1/28/11	WildflowerClinic Letter to Editor	94,527	Northeast
St. Augustine Record 1/19/11	Wildflower Clinic	16,086	Northeast
News & Views 3/14/11	Grant Announcement	6,000	Statewide
News & Views 3/21/11	St. Vincents Mobile Health Outreach	6,000	Statewide
News & Views 3/21/11	Bay CountyDental Clinic	6,000	Statewide
News & Views 3/21/11	Comment	6,000	Statewide
Newsherald.com 4/3/11	Bay County Dental Clinic	30,829	Northwest
Newsherald.com 4/5/11	Bay County Dental Clinic	30,829	Northwest
WJHG-TV 4/5/11	Bay County Dental Clinic	N/A	Northwest

***The Press Release entitled "New, Expanded Health Services Benefit Florida Uninsured" dated July 8, 2010 appeared on the following web sites***

<a href="#">AOL DailyFinance</a>	General Grant Announcement	N/A	National
<a href="#">Atlanta Business Chronicle</a>	General Grant Announcement	79,136	National
<a href="#">Austin Business Journal</a>	General Grant Announcement	55,414	National
<a href="#">Baltimore Business Journal</a>	General Grant Announcement	40,249	National
<a href="#">BioAlabama.com</a>	General Grant Announcement	28,000	National
<a href="#">Birmingham Business Journal</a>	General Grant Announcement	24,654	National
<a href="#">Bizjournals.com, Inc.</a>	General Grant Announcement	123,000	National
<a href="#">Boston Business Journal</a>	General Grant Announcement	98,965	National
<a href="#">Business First of Buffalo</a>	General Grant Announcement	26,725	National
<a href="#">Business First of Columbus</a>	General Grant Announcement	35,728	National
<a href="#">Business First of Louisville</a>	General Grant Announcement	27,868	National
<a href="#">Business Journal of Greater Milwaukee</a>	General Grant Announcement	65,173	National
<a href="#">Business Journal of Phoenix</a>	General Grant Announcement	15,942	National
<a href="#">Business Journal of the Greater Triad Area</a>	General Grant Announcement	123,000	National
<a href="#">Business Review (Albany)</a>	General Grant Announcement	123,000	National
<a href="#">Charlotte Business Journal</a>	General Grant Announcement	44,024	National
<a href="#">Cincinnati Business Courier</a>	General Grant Announcement	123,000	National
<a href="#">Couture Agency Blog</a>	General Grant Announcement	N/A	
<a href="#">Dallas Business Journal</a>	General Grant Announcement	15,584	National



<a href="#">Dayton Business Journal</a>	General Grant Announcement	19,128	National
<a href="#">Denver Business Journal</a>	General Grant Announcement	81,763	National
<a href="#">Earth Times</a>	General Grant Announcement	9,000	National
<a href="#">East Bay Business Times</a>	General Grant Announcement	123,000	National
<a href="#">Finance Industry Today</a>	General Grant Announcement	N/A	National
<a href="#">FOREX Trading News Today</a>	General Grant Announcement	N/A	
<a href="#">Global Investing Today</a>	General Grant Announcement	N/A	
<a href="#">GlobeSt.com</a>	General Grant Announcement	N/A	
<a href="#">Houston Business Journal</a>	General Grant Announcement	46,152	National
<a href="#">Interest!ALERT</a>	General Grant Announcement	N/A	
<a href="#">International Business Times</a>	General Grant Announcement	122,826	National
<a href="#">iStockAnalyst</a>	General Grant Announcement	N/A	
<a href="#">itSMF USA Princeton Local Interest Group</a>	General Grant Announcement	N/A	
<a href="#">Jacksonville Business Journal</a>	General Grant Announcement	35,528	National
<a href="#">KAIT ABC-8 (Jonesboro, AR)</a>	General Grant Announcement	64,133	National
<a href="#">Kansas City Business Journal</a>	General Grant Announcement	63,715	National
<a href="#">KAUZ-TV CBS-6 (Wichita Falls, TX)</a>	General Grant Announcement	N/A	
<a href="#">KAZT IND-7 (Phoenix/Prescott, AZ)</a>	General Grant Announcement	N/A	
<a href="#">KBMT-TV ABC-12 (Beaumont, TX)</a>	General Grant Announcement	N/A	
<a href="#">KCAU ABC-9 (Sioux City, IA)</a>	General Grant Announcement	N/A	
<a href="#">KCBA-TV FOX-35 (Salinas, CA)</a>	General Grant Announcement	N/A	
<a href="#">KCBD NBC-11 (Lubbock, TX)</a>	General Grant Announcement	10,000	National
<a href="#">KCEN-TV NBC-9 (Temple, TX)</a>	General Grant Announcement	N/A	
<a href="#">KCOY CBS-12 (Santa Maria, CA)</a>	General Grant Announcement	N/A	
<a href="#">KFDA CBS-10 (Amarillo, TX)</a>	General Grant Announcement	N/A	
<a href="#">KFJX-TV FOX-14 (Pittsburg, KS)</a>	General Grant Announcement	N/A	
<a href="#">KFMB-TV CBS-8 (San Diego, CA)</a>	General Grant Announcement	N/A	
<a href="#">KFRE-TV CW-59 (Fresno, CA)</a>	General Grant Announcement	14,339	National
<a href="#">KFVE MyNetworkTV-5 (Honolulu, HI)</a>	General Grant Announcement	N/A	
<a href="#">KFVS CBS-12 (Cape Girardeau, MO)</a>	General Grant Announcement	120,876	National
<a href="#">KGUN ABC-9 (Tucson, AZ)</a>	General Grant Announcement	37,016	National
<a href="#">KHNL-TV NBC-8 (Honolulu, HI)</a>	General Grant Announcement	N/A	
<a href="#">KHQ-TV NBC-6 (Spokane, WA)</a>	General Grant Announcement	10,000	National
<a href="#">KION CBS-46 (Salinas, CA)</a>	General Grant Announcement	30,274	National
<a href="#">KIVI-TV ABC-6 (Boise, ID)</a>	General Grant Announcement	N/A	
<a href="#">KJCT-TV ABC-8 (Grand Junction, CO)</a>	General Grant Announcement	21,315	National
<a href="#">KKFX FOX-11 (Santa Maria, CA)</a>	General Grant Announcement	N/A	
<a href="#">KLFY CBS-10 (Lafayette, LA)</a>	General Grant Announcement	37,071	National
<a href="#">KLKN ABC-8 (Lincoln, NE)</a>	General Grant Announcement	13,704	National
<a href="#">KLTU ABC-7 (Tyler, TX)</a>	General Grant Announcement	194,550	National
<a href="#">KMEG-TV CBS-14 (Sioux City, IA)</a>	General Grant Announcement	N/A	
<a href="#">KMIR NBC-6 (Palm Desert, CA)</a>	General Grant Announcement	13,180	National
<a href="#">KMPH-TV FOX-26 (Fresno, CA)</a>	General Grant Announcement	N/A	
<a href="#">KMTV-TV CBS-3 (Omaha, NE)</a>	General Grant Announcement	N/A	
<a href="#">KNDO-TV NBC-3 (Yakima, WA)</a>	General Grant Announcement	32,717	National
<a href="#">KNDU-TV NBC (Kennewick, WA)</a>	General Grant Announcement	37,717	National



<a href="#">KNOE-TV CBS-8 (Monroe, LA)</a>	General Grant Announcement	N/A	
<a href="#">KOAM-TV CBS-7 (Pittsburg, KS)</a>	General Grant Announcement	N/A	
<a href="#">KOLD CBS-13 (Tucson, AZ)</a>	General Grant Announcement	N/A	
<a href="#">KOTA ABC-3 (Rapid City, SD)</a>	General Grant Announcement	21,592	National
<a href="#">KOTV-TV CBS-6 (Tulsa, OK)</a>	General Grant Announcement	14,000	National
<a href="#">KPLC NBC-7 (Lake Charles-Lafayette, LA)</a>	General Grant Announcement	46,097	National
<a href="#">KPTH-TV FOX-44 (Dakota Dunes, SD)</a>	General Grant Announcement	3,658	National
<a href="#">KPTM-TV FOX-42 (Omaha, NE)</a>	General Grant Announcement	17,938	National
<a href="#">KQCW CW-12/19 (Tulsa, OK)</a>	General Grant Announcement	N/A	
<a href="#">KRHD-TV ABC-40 (Bryan-College Station, TX)</a>	General Grant Announcement	3,659	National
<a href="#">KSCW-TV CW-33 (Wichita, KS)</a>	General Grant Announcement	N/A	
<a href="#">KSLA CBS-12 (Shreveport, LA)</a>	General Grant Announcement	75,596	National
<a href="#">KSWO-TV ABC-7 (Lawton, OK)</a>	General Grant Announcement	3,000	National
<a href="#">KSWT-TV CBS-13 (Yuma, AZ)</a>	General Grant Announcement	N/A	
<a href="#">KTAL-TV Channel 6 Shreveport / ArkLaTexHomepage.com</a>	General Grant Announcement	N/A	
<a href="#">KTEN NBC-10 (Denison, TX)</a>	General Grant Announcement	23,702	National
<a href="#">KTIV NBC-4 (Sioux City, IA)</a>	General Grant Announcement	43,981	National
<a href="#">KTNV-TV ABC-13 (Las Vegas, NV)</a>	General Grant Announcement	N/A	
<a href="#">KTRE ABC-9 (Lufkin, TX)</a>	General Grant Announcement	N/A	
<a href="#">KTRV-TV FOX-12 (Nampa, ID)</a>	General Grant Announcement	136	National
<a href="#">KTTC NBC-10 (Rochester, MN)</a>	General Grant Announcement	36,910	National
<a href="#">KTVG-TV FOX-17 / KSNB-TV FOX-4 (Kearney, NE)</a>	General Grant Announcement	N/A	
<a href="#">KTVN-TV CBS-2 (Reno, NV)</a>	General Grant Announcement	1,000	National
<a href="#">KTVZ-TV NBC-21 (Bend, OR)</a>	General Grant Announcement	43,970	National
<a href="#">KUAM-TV NBC-8 / CBS-11 (Hagatna, Guam)</a>	General Grant Announcement	5,164	National
<a href="#">KWCH-TV CBS-12 (Wichita, KS)</a>	General Grant Announcement	5,000	National
<a href="#">KWES-TV NBC-9 (Midland, TX)</a>	General Grant Announcement	N/A	
<a href="#">KWNB-TV ABC-6 (Lincoln, NE)</a>	General Grant Announcement	N/A	
<a href="#">KWQC NBC-6 (Davenport, IA)</a>	General Grant Announcement	65,581	National
<a href="#">KWTW-TV CBS-9 (Oklahoma City, OK)</a>	General Grant Announcement	8,000	National
<a href="#">KWWL-TV NBC-7 (Waterloo, IA)</a>	General Grant Announcement	76,884	National
<a href="#">KXLT FOX-47 (Rochester, MN)</a>	General Grant Announcement	N/A	
<a href="#">KXVO-TV CW-15 (Omaha, NE)</a>	General Grant Announcement	2,793	National
<a href="#">KXXV-TV ABC-25 (Waco, TX)</a>	General Grant Announcement	2,000	National
<a href="#">KYTX CBS-19 (Tyler, TX)</a>	General Grant Announcement	N/A	
<a href="#">Los Angeles Business from bizjournals</a>	General Grant Announcement	20,338	National
<a href="#">Marsh, Berry &amp; Company, Inc.</a>	General Grant Announcement	N/A	
<a href="#">Mega News Network: Banking</a>	General Grant Announcement	N/A	
<a href="#">Memphis Business Journal</a>	General Grant Announcement	23,808	National
<a href="#">Miami Herald</a>	General Grant Announcement	1,180,890	National



<a href="#">Minneapolis / St. Paul Business Journal</a>	General Grant Announcement	59,456	National
<a href="#">MMMLaw.com (Morris, Manning &amp; Martin, L.L.P.)</a>	General Grant Announcement	N/A	National
<a href="#">Nashville Business Journal</a>	General Grant Announcement	23,167	National
<a href="#">NebraskaTV (Kearney, NE)</a>	General Grant Announcement	N/A	National
<a href="#">New Mexico Business Weekly</a>	General Grant Announcement	24,167	National
<a href="#">News Blaze</a>	General Grant Announcement	7,000	National
<a href="#">Orlando Business Journal</a>	General Grant Announcement	32,500	National
<a href="#">Pacific Business News</a>	General Grant Announcement	32,367	National
<a href="#">Philadelphia Business Journal</a>	General Grant Announcement	70,373	National
<a href="#">Pittsburgh Business Times</a>	General Grant Announcement	44,943	National
<a href="#">Portland Business Journal</a>	General Grant Announcement	34,612	National
<a href="#">Puget Sound Business Journal</a>	General Grant Announcement	63,628	National
<a href="#">R-Global</a>	General Grant Announcement	N/A	
<a href="#">Resource Nation</a>	General Grant Announcement	66,256	National
<a href="#">Reuters</a>	General Grant Announcement	4,627,320	National
<a href="#">Sacramento Business Journal</a>	General Grant Announcement	32,490	National
<a href="#">San Antonio Business Journal</a>	General Grant Announcement	30,203	National
<a href="#">San Francisco Business Times</a>	General Grant Announcement	94,477	National
<a href="#">San Jose Business Journal</a>	General Grant Announcement	95,578	National
<a href="#">Sharemaster India</a>	General Grant Announcement	N/A	
<a href="#">SMPR, Inc.</a>	General Grant Announcement	N/A	
<a href="#">South Florida Business Journal</a>	General Grant Announcement	51,889	National
<a href="#">St. Louis Business Journal</a>	General Grant Announcement	71,320	National
<a href="#">SYS-CON Media</a>	General Grant Announcement	4,000	National
<a href="#">Tampa Bay Business Journal</a>	General Grant Announcement	45,534	National
<a href="#">TheStreet.com</a>	General Grant Announcement	147,000	National
<a href="#">TraderTrainingSchool.com</a>	General Grant Announcement	N/A	
<a href="#">Triangle Business Journal</a>	General Grant Announcement	60,208	National
<a href="#">WAAY-TV ABC-31 (Huntsville, AL)</a>	General Grant Announcement	52,563	National
<a href="#">WAFB CBS-9 (Baton Rouge, LA)</a>	General Grant Announcement	98,101	National
<a href="#">WAFF NBC-48 (Huntsville, AL)</a>	General Grant Announcement	117,733	National
<a href="#">WALB NBC-10 (Albany, GA)</a>	General Grant Announcement	124,986	National
<a href="#">Wall Street Risks</a>	General Grant Announcement	N/A	
<a href="#">WAND-TV NBC-17 (Decatur, IL)</a>	General Grant Announcement	3,000	National
<a href="#">WAOW-TV ABC-9 / WYOW-TV CW-34 (Wausau, WI)</a>	General Grant Announcement		
<a href="#">Washington Business Journal</a>	General Grant Announcement	82,606	National
<a href="#">Waste to Charity</a>	General Grant Announcement	N/A	
<a href="#">WAVE NBC-3 (Louisville, KY)</a>	General Grant Announcement	172,437	National
<a href="#">WBAY ABC-2 (Green Bay, WI)</a>	General Grant Announcement	140,950	National
<a href="#">WBBH-TV NBC-2 (Fort Myers, FL)</a>	General Grant Announcement	119,192	National
<a href="#">WBCB-TV CW-21 (Youngstown, OH)</a>	General Grant Announcement	N/A	
<a href="#">WBOC CBS-16 (Salisbury, MD)</a>	General Grant Announcement	158,941	National
<a href="#">WBRC-TV FOX-6 MyFox Birmingham (Birmingham, AL)</a>	General Grant Announcement	N/A	



<a href="#">WBTV CBS-3 (Charlotte, NC)</a>	General Grant Announcement	137,953	National
<a href="#">WCAX CBS-3 (Burlington, VT)</a>	General Grant Announcement	N/A	
<a href="#">WCSC CBS-5 (Charleston, SC)</a>	General Grant Announcement	N/A	
<a href="#">WCWG-TV CW-20 (Greensboro, NC)</a>	General Grant Announcement	1,472	National
<a href="#">WDAM NBC-7 (Hattiesburg-Laurel, MS)</a>	General Grant Announcement	26,070	National
<a href="#">WDRB FOX-41 (Louisville, KY)</a>	General Grant Announcement	86,598	National
<a href="#">Webfinanser</a>	General Grant Announcement	N/A	National
<a href="#">WECT NBC-6 (Wilmington, NC)</a>	General Grant Announcement	71,129	National
<a href="#">WEHT-TV ABC-25 (Evansville, IN)</a>	General Grant Announcement	N/A	
<a href="#">WFFF-TV FOX-44 (Colchester, VT)</a>	General Grant Announcement	N/A	
<a href="#">WFIE NBC-14 (Evansville, IN)</a>	General Grant Announcement	N/A	
<a href="#">WFLX FOX-29 (West Palm Beach, FL)</a>	General Grant Announcement	N/A	
<a href="#">WFMJ-TV NBC-21 (Youngstown, OH)</a>	General Grant Announcement	N/A	
<a href="#">WFMZ-TV Channel 69 Allentown, PA</a>	General Grant Announcement	N/A	
<a href="#">WFTX-TV FOX-4 (Cape Coral, FL)</a>	General Grant Announcement	N/A	
<a href="#">WFXG-TV FOX-54 (Augusta, GA)</a>	General Grant Announcement	N/A	
<a href="#">WGBA NBC-26 (Green Bay, WI)</a>	General Grant Announcement	N/A	
<a href="#">WGEM-TV NBC-10 (Quincy, IL)</a>	General Grant Announcement	N/A	
<a href="#">WGGB-TV FOX-6 / ABC-40 (Springfield, MA)</a>	General Grant Announcement	N/A	
<a href="#">WHBF CBS-4 (Rock Island, IL)</a>	General Grant Announcement	N/A	
<a href="#">Wichita Business Journal</a>	General Grant Announcement	16,071	National
<a href="#">WISTV NBC-10 (Columbia, SC)</a>	General Grant Announcement	N/A	
<a href="#">WKOW-TV ABC-27 (Madison, WI)</a>	General Grant Announcement	92,405	National
<a href="#">WKRN ABC-2 (Nashville, TN)</a>	General Grant Announcement	213,813	National
<a href="#">WLBT NBC-3 (Jackson, MS)</a>	General Grant Announcement	63,493	National
<a href="#">WLNS CBS-6 (Lansing, MI)</a>	General Grant Announcement	N/A	
<a href="#">WLOX ABC-13 (Biloxi, MS)</a>	General Grant Announcement	61,534	National
<a href="#">WMBF NBC-32 (Myrtle Beach, SC)</a>	General Grant Announcement	69,642	National
<a href="#">WMC NBC-5 (Memphis, TN)</a>	General Grant Announcement	N/A	
<a href="#">WOI ABC-5 (West Des Moines, IA)</a>	General Grant Announcement	N/A	
<a href="#">WOIO CBS-19 (Cleveland, OH)</a>	General Grant Announcement	N/A	
<a href="#">WQOW-TV ABC-18 (Eau Claire, WI)</a>	General Grant Announcement	N/A	
<a href="#">WRCB-TV NBC-3 (Chattanooga, TN)</a>	General Grant Announcement	70,121	National
<a href="#">WREX-TV NBC-13 (Rockford, IL)</a>	General Grant Announcement	N/A	
<a href="#">WRIC ABC-8 (Richmond, VA)</a>	General Grant Announcement	N/A	
<a href="#">WSFA NBC-12 (Montgomery, AL)</a>	General Grant Announcement	99,536	National
<a href="#">WSFX-TV FOX-26 (Wilmington, NC)</a>	General Grant Announcement	N/A	
<a href="#">WSJV-TV FOX-28 (South Bend, IN)</a>	General Grant Announcement	N/A	
<a href="#">WSYM-TV FOX-47 (Lansing, MI)</a>	General Grant Announcement	N/A	
<a href="#">WTEN ABC-10 (Albany, NY)</a>	General Grant Announcement	N/A	
<a href="#">WTHR NBC-13 (Indianapolis, IN)</a>	General Grant Announcement	258,191	National
<a href="#">WTNZ FOX-43 (Knoxville, TN)</a>	General Grant Announcement	5,555	National
<a href="#">WTOC CBS-11 (Savannah, GA)</a>	General Grant Announcement	25,637	National
<a href="#">WTOL CBS-11 (Toledo, OH)</a>	General Grant Announcement	126,891	National
<a href="#">WTVF-TV CBS-5 (Nashville, TN)</a>	General Grant Announcement	N/A	



<a href="#"><u>WTVM ABC-9 (Columbus, GA)</u></a>	General Grant Announcement	57,688	National
<a href="#"><u>WTXL ABC-27 (Midway, FL)</u></a>	General Grant Announcement	N/A	
<a href="#"><u>WUPV-TV CW-65 (Ashland, VA)</u></a>	General Grant Announcement	N/A	
<a href="#"><u>WVNY-TV ABC-22 (Colchester, VT)</u></a>	General Grant Announcement	N/A	
<a href="#"><u>WVVA NBC-6 (Bluefield, WV)</u></a>	General Grant Announcement	N/A	
<a href="#"><u>WWBT NBC-12 (Richmond, VA)</u></a>	General Grant Announcement	N/A	
<a href="#"><u>WWSB ABC-7 (Sarasota, FL)</u></a>	General Grant Announcement	N/A	
<a href="#"><u>WXIX FOX-19 (Cincinnati, OH)</u></a>	General Grant Announcement	N/A	
<a href="#"><u>WXOW ABC-19 (La Crosse, WI)</u></a>	General Grant Announcement	26,548	National
<a href="#"><u>WXTX-TV FOX-54 (Columbus, GA)</u></a>	General Grant Announcement	N/A	
<a href="#"><u>WXVT-TV CBS-15 (Greenville, MS)</u></a>	General Grant Announcement	11,095	National
<a href="#"><u>Yahoo!</u></a>	General Grant Announcement	129,315,000	National
<a href="#"><u>ZeeNews (India)</u></a>	General Grant Announcement	N/A	

# ***WJHG-TV***

## **April 5, 2011**

Updated: 8:27 AM Apr 5, 2011

### **There is a new kids dental clinic in Bay County**

Panama City - The Bay County Health Department Children's Dental Clinic has a new home on east 15th Street. Official say the clinic is in high demand and could help up to 18,000 children in Bay County. Health department officials started working on the vacant dental clinic on East 15th Street back in November of 2010.

**Posted:** 5:52 PM Apr 4, 2011

**Reporter:** Amber Southard

**Email Address:** [amber.southard@wjhg.com](mailto:amber.southard@wjhg.com)



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 Bay County Children's Dental Clinic

Panama City - The Bay County Health Department Children's Dental Clinic has a new home on east 15th Street. Official say the clinic is in high demand and could help up to 18,000 children in Bay County. Health department officials started working on the vacant dental clinic on East 15th Street back in November of 2010.

The old owner's left behind about \$575,000 worth of dental equipment in need of refurbishing. The funding came from the Florida Department of Health and a \$100,000 grant from Blue Cross Blue Shield of Florida.

"We got all new chairs that have been refurbished and we went through the whole dental clinic and repainted everything, redid windows, got rid of a lot of charts, and brought in new equipment, more modern equipment, up to date," said Doug Kent, Bay County Health Dep. Director.

The clinic will treat kids are ages 2 to 21 who live below 200% of the federally designated poverty level.

"We are after the kids, so that we can help them and once we help them it's going to be a life time savings. Not only for the general public, but for their lives all together," said Kent.

Clinic managers expect to see around 80 patients a day, but they'll provide even more free dental care with the help of "miles of smiles" mobile dental clinic. The bus is equipped with chairs and equipment to visit local schools and provide children with free dental care.

"It will be targeting the kids like 2nd grade, 3rd grade, 4th grade all different kids and it will be offered to everybody, so that we can do a prevention program," said Kent.

Health department officials will unveil both the clinic and bus at 2:00 Tuesday afternoon. The public is welcomed to attend. If you would like to attend the clinic is located at 3518 E. Highway 98, Springfield Fl. and to make an appointment you can call (850)872-4455.

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[Click here to post a comment.](#)



April 5, 2011

## Dental clinics designed to bring smiles to kids

CHRIS SEGAL / News Herald Writer

SPRINGFIELD — A 30-foot bus with two dental chairs and a waiting room was on display Tuesday at the grand opening ceremony for the “Miles of Smiles” Mobile Dental Clinic and new Children’s Dentistry Clinic. More than \$175,000 in the form of grants from the Florida Department of Health and Blue Cross Blue Shield of Florida went to purchase and outfit the mobile dental unit.

“One of the things we wanted to do when I came on ... was to work to get dental access to the community,” said Doug Kent, Bay County Health Department administrator. “Dental disease is the most common health problem for children in Bay County. Generally, oral care is not life-threatening, but it is irreversible.”

The two biggest excuses parents give for not seeking care for their children’s dental needs are cost of care and transportation, said Robert Harned, chairman of the Community Health Task Force.

“A lot of patients that aren’t being seen are our low-income residents because they don’t have regular access to care or transportation to care,” Harned said. “This dental van will come in very handy.”

Susan Wildes presented a check for \$100,000 Tuesday from the Blue Cross and Blue Shield of Florida Foundation, the philanthropic affiliate of Blue Cross and Blue Shield of Florida, to the Bay County Health Department. There were 200 proposals submitted to the foundation and Bay County was one of 20 proposals that were funded, Wildes said.



“The foundation recognizes that access to care is important and that access to care is difficult,” said Wildes, assistant director of the Blue Cross and Blue Shield of Florida Foundation.

In addition to the mobile van, the new clinic in Springfield at 3518 E. U.S. 98 will be open to start seeing children on Medicaid. Drs. Stephanie Cook and Tanya Pollard will be on hand at the clinic to see patients.

To increase access to the clinic, the Bay Town Trolley’s route has been adjusted to also stop at the Children’s Dental Clinic.

When the Community Health Task Force conducted a community needs assessment more than a year ago, they discovered oral hygiene was the biggest health problem facing children in Bay County. At the time of the assessment, 67 dentists were in Bay County compared to 170,000 citizens, meaning there were 2,500 to 3,000 people per dentist, Harned said.

The Bay County Commission helped the health department find and secure the location for the dental clinic.

“With everyone tightening the belt, my first thought when I heard about this was, is this a want or a need,” said Bill Dozier, chairman of the Bay County Commission. “I discovered very quickly that this is a need in Bay County.”

Parents with kids on Medicaid are currently taking their children out of the county for care, Dozier said.

“There is a huge need for this in our community,” he said. “The plan is to serve 5,000 children in the first five years.”

### **“Miles of Smiles” Mobile Dental Clinic**

Will provide dental screenings and care to children at:

- Local schools
- After school programs
- Pre-schools
- Child-care centers

### **Bay County Health Department Children’s Dental Clinic**

- 3518 E. U.S. 98, Springfield
- For patients 2 to 21 years old
- Open from 7:30 a.m. to 5:30 p.m.
- For more information on the dental clinics call 872-4455

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April 3, 2011

## 2 children's dental clinics open this week

[CHRIS SEGAL / News Herald Writer](#)

2011-04-03 16:26:11

PANAMA CITY — The Bay County Health Department will open two children's dental clinics to serve local children on Medicaid, with a grand opening ceremony scheduled for Tuesday.

The clinics include a "brick and mortar" office in Springfield and a mobile dental clinic named "Miles of Smiles" that will travel to schools. Both clinics will serve patients ages 2 to 21 who otherwise would have limited access to dental services. There are approximately 18,000 children in Bay County that are on Medicaid.

Oral health is the most common health problem for children in Bay County, identified by a needs assessment from the Community Health Taskforce, said Bay County Health Department Administrator Douglas Kent.

The mobile dental clinic was funded through a \$100,000 grant from the Blue Cross and Blue Shield of Florida Foundation and a \$100,000 grant from the Florida Department of Health. The fixed-base clinic located at 3518 E. Highway 98 is being funded by Department of Health, Blue Cross Blue Shield of Florida Foundation and other dental grants.

"It's going to be super for the community," Kent said. "It will just be like a private dental practice."

The Springfield clinic will partner with the St. Andrew free clinic, while the mobile clinic will travel around to local elementary schools and provide screening, cleanings and referrals on Medicaid children and other students based on income levels.

Kent said the mobile clinic will be operated by PanCare for 18 months, at which time the expectation is that the unit will have provided enough funds through Medicaid reimbursements to purchase another mobile unit to serve the community.

"I think this is going to be good for the community," Kent said.

<http://www.newsherald.com/news/open-92409-panama-children.html>



# News & Views

## March 31, 2011

Two children's dental clinics will be opened in Bay County due to grant from BCBSF Foundation - Windows Internet Explorer pro

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Two children's dental clinics will be opened in Bay Cou...

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Home > News > News & Views > Posts > Two children's dental clinics will be opened in Bay County due to grant from BCBSF Foundation

### Two children's dental clinics will be opened in Bay County due to grant from BCBSF Foundation

A new program that provides dental care for low income children has its official start on April 5 with the grand opening of the Bay County Health Department Children's Dental Clinic and its companion mobile dental clinic "Miles of Smiles."

Funding for the program comes from the Florida Department of Health and a \$100,000 grant from the BCBSF Foundation, the philanthropic affiliate of BCBSF.

Children who are living below 200 percent of the federally designated poverty level are eligible for preventive and restorative dental care at no cost to the family. According to the most recent available statistics, more than 17,600 children in Bay County are eligible.

The "Miles of Smiles" mobile dental clinic will travel throughout Bay County, targeting areas with the greatest needs based on poverty and special health care needs. It will provide free screening and comprehensive care to children.

According to Bay County Health Department Administrator, Douglas Kent, MPH, "Oral health is the single most common health problem among children in Bay County."

Oral health is important to the natural growth and development of children. Lack of adequate dental care can result in pain, inability to eat, retarded growth, missed school days, difficulty learning, speech problems, poor nutrition and loss of self-esteem. By removing barriers to dental health care access, such as affordability and location, the Bay County Health Department expects to provide 5,000 children with preventive and restorative dental care in the first year of the program.

"Improving access to health care is a fundamental part of our mission," says **Susan Towler**, vice president of the BCBSF Foundation. "What better way to improve access than to bring the health care service to the people who need it most? It is a wonderful collaboration and we are honored to support the 'Miles of Smiles' program."

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# News & Views

## March 21, 2011

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http://theintranet.bcbsofl.com/default.aspx

Monday, March 21, 2011 Welcome Wildes, Susan | My Site | My Links | Phones | Report an Issue |

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**BCBSF donates \$50,000 for disaster relief**

See how you can help in News & Views

**BCBSF receives prestigious J. D. Power and Associates award**

BCBSF has reclaimed the top spot for highest member satisfaction among commercial health plans in Florida according to a J.D. Power and Associates study. [More...](#)

**St. Vincent's receives funds to expand medical outreach in Nassau County**

The St. Vincent's HealthCare Foundation is adding diabetes management and immunizations for Pertussis, commonly known as whooping cough, to its Nassau County mobile health outreach unit. [More...](#)

**Platelet-rich plasma therapy has become popular with elite athletes, like Tiger Woods, as a therapy to speed injury healing**

New studies have examined whether PRP is effective outside the lab, and evidence hasn't been favorable.

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Home > News > News & Views > Posts > St. Vincent's receives funds to expand medical outreach in Nassau County

### St. Vincent's receives funds to expand medical outreach in Nassau County

The St. Vincent's HealthCare Foundation is adding diabetes management and immunizations for Pertussis, commonly known as whooping cough, to its Nassau County mobile health outreach unit. A two-year, \$97,000 grant from the Blue Cross and Blue Shield of Florida Foundation (BCBSF Foundation) was awarded today to fund this added service in Nassau County. The grant will also fund diabetes management and Pertussis immunizations in Duval County.

The St. Vincent's mobile health outreach unit provides medical care to underserved and uninsured residents of Northeast Florida, especially in rural parts of the community. Over the past 11 years, the BCBSF Foundation and its parent Blue Cross and Blue Shield of Florida (BCBSF) have provided funding totaling more than \$1.2 million for St. Vincent's mobile health outreach program as well as other health service initiatives.

"We are proud of our work to help the underserved in Nassau County and are so grateful for this generous gift from the BCBS Foundation. It will help us better serve those in need all while continuing the important mission of St. Vincent's to assist those who do not have the means to help themselves," said Jane Lanier, executive vice president and chief development officer of St. Vincent's HealthCare Foundation.

The grant is part of BCBSF Foundation's biannual Improving Access to Health Care (IMPACT) grants program. A total of 11 nonprofit, health care programs located throughout Florida are receiving grants during this period. Grants are awarded through a competitive selection process to community-based, nonprofit organizations that provide health care services to underserved or uninsured Floridians.

"We are pleased to partner once again with the excellent mobile health outreach program at St. Vincent's," said Susan Towler, BCBSF Foundation vice president. "Their focus on important public health issues like diabetes management and communicable disease prevention has a tremendous positive impact on the overall health of the community."

**Comments**

**Help In Nassau County**

It is good to hear that help is coming to my community. There are many who could use this outreach program.

Thanks

**Re: St. Vincent's receives funds to expand medical outreach in Nassau County**

We are very fortunate to work for a company that has such a strong philanthropic commitment to the communities in Florida.

I was wondering if the "mobile unit" mentioned in this article is like the vehicle used for the St. Vincent's Mobile Mammogram program or maybe it's a team of medical professionals who go around to established clinics? Thank you!

Hacklean, Jan  on 3/21/2011 10:27 AM

**Re: St. Vincent's receives funds to expand medical outreach in Nassau County**

Jan, the mobile unit looks very much like the mobile mammography one that visits BCBSF. The mobile health outreach program at St. Vincent's is its own department/team with its own mission to help the poor and underserved in our five-county region. They serve the urban core and rural areas. Thanks for your visible support of our mission!

Towler, Susan  on 3/21/2011 10:08 AM



## ***News & Views***

### **March 21, 2011**

Article: [St. Vincent's receives funds to expand medical outreach in Nassau County](#)

Comment Title: Re: St. Vincent's receives funds to expand medical outreach in Nassau County

Comment: St. Vincent's operates several bus-like mobile health units as part of its community outreach program. The one mentioned in this article is very similar to the mobile mammography unit. The difference is that this one is designed to provide primary care services. Inside this mobile unit you will find two examination rooms, a triage/reception/health education area and a top-notch team of primary care professionals from St. Vincent's. The Blue Cross and Blue Shield of Florida Foundation is pleased to help bring primary care to the uninsured and underserved in Nassau County.

## News & Views

### March 14, 2011

BCBSF Foundation 2011 grants announced

The BCBSF Foundation, the philanthropic affiliate of BCBSF, has approved grants to Florida health nonprofits to help improve access to health care for Floridians in need.



FLORIDA

Foundation

Grant recipients, totals and program areas funded are:

- Alachua County Health Department -- \$100,000 (over two years) -- to support its mobile outreach clinic to provide more underserved residents with access to primary care, well woman care, health screenings, monitoring and referrals for specialty care.
- Alachua County Organization for Rural Needs (ACORN) -- \$81,000 (over three years) -- to provide health care services for seasonal farm workers and the homeless.
- Easter Seal Society of Volusia & Flagler Counties -- \$73,500 (over two years) -- to increase access to vital services to children diagnosed on the Autism Disorder Spectrum and/or with developmental delays.
- Epilepsy Foundation of Florida -- \$45,000 (one year) -- to partially fund its pilot program that increases access to neurological diagnosis and treatment services for low-income, uninsured and underinsured clients in rural and underserved areas around the state.
- Orange County Government, Health Services Division -- \$100,000 (over two years) -- to develop a centralized referral system for specialty care diagnostic services through the Primary Care Access Network (PCAN), an alliance of 22 safety net providers.
- Orlando Health (for The Howard Phillips Center for Children and Families) -- \$50,000 (one year) -- to employ a care manager to connect uninsured clients of Teen Xpress, a school-based mobile health care unit, with needed medical and psycho-social community services.
- Parkview Outreach Community Center -- \$100,000 (over three years) -- to extend operations and increase access to care at the free clinic that serves uninsured and underserved minority residents of Haines City.
- Samaritan's Touch Care Center -- \$98,000 (over three years) -- to strengthen and expand its Diabetes Master Clinician Program that provides tools to help low-income patients in Highlands County manage their diabetes.
- St. Vincent's HealthCare Foundation -- \$97,000 (over two years) -- to support its mobile health outreach unit to provide medical care for Northeast Florida's underserved and uninsured residents, specifically in Nassau County.
- The Way Free Medical Clinic -- \$100,000 (over two years) -- to help the Clay County-based clinic pay for direct client services such as hospitalizations, surgeries, imaging and radiology services and to hire two part-time case managers/public health coordinators to connect patients with appropriate public programs when needed.
- WestJax Outreach -- \$100,000 (one year) -- to update and replace dental equipment, increase hours of operation and hire a part-time dental coordinator for this Duval County clinic.

This financial support is part of the BCBSF Foundation's biannual Improving Access to Health Care (IMPACT) grants program.

BCBSF and the BCBSF Foundation are on [Facebook](#) and [Twitter](#).

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Article Date: 3/14/2011 | Created By: [Wright, Mark](#) | Category: [Healthy Living](#) | [Permalink](#) | [Email this Post](#) | [Comments \(0\)](#)



# St Augustine Record

## January 28, 2011

10A • THE ST. AUGUSTINE RECORD

A MORRIS COMMUNICATIONS COMPANY NEWSPAPER

# THE ST. AUGUSTINE RECORD

One News Place  
St. Augustine FL 32086

SINCE 1894

RON DAVIDSON  
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MARGO C. POPE  
Opinion Editor

PETER ELLIS  
Editor

RICHARD PRIOR  
Associate Editor

## EDITORIAL

# Wildflower Clinic keeps its promises to West Augustine

Since January when the Good Samaritan Health Centers Inc., opened the doors to its full-time Wildflower Clinic on Herbert Street in West Augustine, there is no question about its success. The first part-time Wildflower Clinic was located in New Mount Moriah Ministries. It confirmed the need for the expansion of free medical and dental services to the uninsured in our community. In fact, the church is so supportive that Rev. Ron Stafford, pastor, donated the land across from Mount Moriah for the new facility. Stafford and other church officials recognized the importance of providing health care within the West Augustine community by making the land donation. The community at large is grateful for that.

Through April, Wildflower's medical clinic operated 34 days with nine volunteer physicians and eight volunteer nurse practitioners providing services to 464 clients. The new facility's dental clinic was open 38 days during which 11 dentists saw 264 clients. The estimated costs of those dental services would be \$72,885 if clients had to pay for them. No estimate is available for the value of the medical services provided to those in need.

These health-care professionals who volunteer their time and skills for the Wildflower Clinic should be applauded. These actions assure us that the community's well being is high on the priority list of these compassionate professionals.

As the word gets around through the community's jobless and working poor, we expect those client numbers to grow. That demand will create more demand for health-care professionals, too. At present, the clinic is in need of volunteers especially certified dental assistants, according to Lynn Baker, Wildflower Clinic director. Will those who have the skills spare a few hours a month for this worthy project?

project?

In addition to volunteers, the clinic continues to need financial support. The clinic's estimated monthly expenses for the coming fiscal year are \$8,250 a month. This is a constant source of need.

Wildflower has already enjoyed generous support for equipment from The Blue Foundation, a division of Blue Cross/Blue Shield. Local businesses, civic clubs, private foundations, and the United Way of St. Johns County are also providing funding. St. Johns County gave an interest-free 20-year loan of \$80,000 toward the building's construction. Private donations from the community assisted with additional construction and equipment costs.

Running a free clinic isn't cheap, or easy. But the benefits it brings to people in need outweigh the costs. There are many ways for the community to help sustain the Wildflower Clinic. We suggest you call the Wildflower Clinic at 829-1962, or e-mail [goodsam\\_1@bellsouth.net](mailto:goodsam_1@bellsouth.net) and see how you can help.

### How to access Wildflower Clinic services

The clinic is located at 668 Herbert St., off West King Street. The number to call is 829-1962.

The dental clinic is open from 9:30 a.m. till noon on Tuesdays and Wednesdays by appointment, and also at other hours by appointment.

The medical clinic operates on a walk-in basis from 5:30 to 8 p.m. on Thursdays and from 8:30 a.m. to 11 a.m. on Saturdays.

Only St. Johns County residents who do not have insurance or Medicare or Medicaid are eligible for these free services.

# StAugustine.com

January 28, 2011

[Opinions](#)

## Letter: Wildflower Clinic's dental mission can't be denied

**Posted:** January 28, 2011 - 12:02am

By [VIRGINIA SAPORITO](#)

Editor: Your article on need of volunteer dentists at the Wildflower Clinic touched a sore spot (my teeth). Last year I spent more than \$6,000 on dental work I needed with only a small reimbursement from my dental insurance. I am a senior and could ill afford it but made sacrifices to do so. To my knowledge, the new health care reform makes no mention of any help for dentistry for the poor or senior citizens on a fixed income. The latest information on good dental care strongly ties many illnesses with inadequate or no dental care -- even heart failure now is connected to the neglect. Why don't people seek a dentist when they need one? The exorbitant cost is one. The other is the dental plans available and how stingy their coverage is.

The lady in the story, Mary Lou Storen, waited years to care for an infected tooth and the Wildflower Clinic now has to turn patients away. Dr. Ken Baker and his wife Lynn attend my church and two more dedicated people you could not meet. They have many fund raisers to support the clinic but without more dentists volunteering, it's taking a spiral downturn. There are pages and pages of dentists in our phone book who could take a couple of hours a week from a lucrative practice to get onboard to fill a desperate need -- retired dentists could also return their talents to the community. The teeth as well as the eyes are the window to our soul.

Virginia Saporito



# StAugustine.com

January 28, 2011

## **Our view: Uninsured dental needs unmet without more dentists**

It's been one year since Good Samaritan Health Centers Inc. opened the full-time Wildflower Clinic in West Augustine. First opened at New Mount Mariah Ministries, the temporary operation quickly convinced the community of the need for a permanent clinic in its own building offering medical and dental services to St. Johns County's uninsured.

Thousands of clients have been seen in the year but more can't get in, especially those in need of dental care. There just aren't enough dentists volunteering for clinics, according to Lynnette Horwath, executive director.

This week, Wildflower Clinic put out a call for more dentists to volunteer. So far, the response has been from dental hygienists and dental assistants. Not one dentist had called as of Thursday, according Horwath. Although there are 19 dentists in the county that volunteer once a month or, on their own schedule, residents needing treatment outpace the number of dentists available. Horwath is encouraged that hygienists and dental assistants have volunteered. Horwath said hygienists can work at the clinic without a dentist on site. Dentists need a dental assistant in order to work. She hopes that if the dentists know that dental assistants will volunteer time, it will bring them in. We hope so, too.

St. Johns County has no other adult dental care for those without insurance, according to County Administrator Michael Wanchick. Neither does Flagler Hospital, said Administrator Joe Gordy. The county health department only has a pediatric care dentist.

Dental problems can lead to larger health problems, according to recent national surveys and studies, including heart disease.

In addition to the need for dentists, the Wildflower Clinic seeks continuing financial support. It has had generous support for equipment from The Blue Foundation, a division of Blue Cross/Blue Shield. But the clinic depends on local businesses, civic clubs, private foundations, private individual donors, and the United Way of St. Johns County donations to pay the bills. St. Johns County gave an interest-free, 20-year-loan of \$80,000 toward the building's construction. Other private donations from the community assisted with additional construction and equipment costs.

We say thank you to the doctors, dentists and medical personnel already involved, the community volunteers and the organizations, foundations, and other donors. After the clinic opened, a Record editorial said: "Running a free clinic isn't cheap, or easy. But the benefits it brings to people in need outweigh the costs." We haven't changed our view.

How to access Wildflower Clinic services

The clinic is located at 268 Herbert St., off West King Street. To volunteer, call Lynnette Horwath at 829-5057. The medical clinic operates on a walk-in basis on selected days and the dental clinic is by appointment. For information on services and times, call 829-1962.

Free medical and dental services are provided to the medically uninsured residents of St. Johns County whose income falls at or below 200 percent of the Federal Poverty Guidelines.

<http://staugustine.com/opinions/2011-01-27/our-view-uninsured-dental-needs-unmet-without-more-dentists>

January 19, 2011

## Wildflower Clinic seeks dentists to help

### Needy turned away due to lack of dentists

By [JENNIFER EDWARDS](#)

Mary Lou Storen, 44, of St. Augustine was one of the lucky ones Wednesday morning -- one of those to have a tooth pulled. You could see the relief sparkle behind her gold-rimmed glasses, her mouth stuffed with gauze and mercifully numbed.

Storen had been in pain for years, most recently because of a broken and infected tooth, and she was one of a handful the volunteer dentist at Wildflower Clinic could see.

"It's going to help my stomach out because the poison (from infection)" is leaking down, she said.

The dentist was also taking out some 22-year-old fillings, she said with obvious relief.

Though Storen "would rather have a baby than have a tooth pulled," she was lucky because, by lunch, she became one of just a fraction of patients that the clinic, which sees low-income patients, is able to serve right now.

Lynnette Horwath, executive director of companion Good Samaritan Health Clinics, said the number of people seeking emergency dental services far exceeds the amount of time its volunteer dentists are able to donate.

"We had 90 people we had to say to, 'You will have to call back in a couple weeks,'" she said. "We have no appointments." She said the phone rings off the hook at the clinic. Because potential patients can't leave messages on the machine, there's no telling how many more are out there.

The ones who are being seen now often are in dire straits, she said.

"We had a 50-year-old woman, a college graduate with a low-income job, who pulled out a tooth with a piece of dental floss," she said.

The clinic currently offers three to six morning or afternoon clinics a week

But Horwath said nine clinics could operate five days a week if they had enough volunteers.

"That would be our dream," she said.

She said about 19 area dentists volunteer some time. Many more are needed.

"There's more capacity (to see dental patients) here than we've been utilizing," she said, indicating the clinic's three dental bays.

"We just don't have enough volunteers," she said.

Ken Baker is president of the Wildflower board of directors and the volunteer dentist who helped ease Storen's pain Wednesday.

He tried to put clients' situations in context.

"Have you ever had a toothache?" he said. "Now imagine if that went on for weeks with your cheek out to here" he said, indicating a grossly swollen jaw. "Most people in the middle-class world can't appreciate what this is like."

He said most patients at the clinic come for acute pain and end up needing extractions.

"This morning we've done nothing but take out very, very badly infected teeth" he said.

Storen said her relief was worth the extraction.

Baker "tells you if it's going to hurt," she said. "And it didn't hurt."

Lynn Baker, Ken's wife and a board member, said the clinic "could really use retired dentists," in addition to the volunteers the clinic has. She said the state offers retired dentists a limited license if they practiced for at least 10 years in another state. She said limited licenses were available for retired Florida dentists, too. Want to volunteer?

The Wildflower Clinic in West Augustine needs volunteers, particularly volunteer dentists and dental assistants as well as doctors and nurses. To volunteer, call Executive Director Lynn Horwath at 829-5057.



Dentist Dr. Ken Baker talks to a patient at the Wildflower Clinic in West Augustine on Tuesday. Photos by PETER WILLOTT, [peter.willott@staugustine.com](mailto:peter.willott@staugustine.com)



*youpretty.gicp.net/bzxj*  
January 15, 2011

## Home grants for minorities

Florida Funding Publications The Ultimate Resource in Florida Grants Reference Guides and Directories \*\*\* Looking for a Grant in Florida?. IMPACT Health Care grants are rich in diversity, from mobile clinics to provide health. Organizations to finance health care services through insurance or other coverage. The Sun Sentinel TEENren's Fund, a McCormick Foundation fund, grants are awarded three times a year to nonprofit organizations supporting the needs of South Florida TEENren and. Grant Provides Millions Of Meals For Floridians Facing Hunger ~ The Blue Foundation for a Healthy Florida awards \$250,000 to Feeding America, allowing Florida's food banks to. non-profit vocational rehabilitation programs throughout Florida with fund-raising, grant making and public awareness of disability issues. The Abney Foundation. Materials are available at bcbs.com/goodhealthclub. The Blue Foundation awards 17 Healthy TEENs, Healthy Jacksonville Community Grants to organizations that are tackling the. Tuesday, Oct. 26, Julia East, president and CEO of the Southwest Florida Community Foundation, presented Hendry Regional Medical Center Foundation a grant in the amount of \$10,000. Financial security and access to resources is the number one predictor of whether domestic violence victims will stay or leave an abusive relationship, according to recent research. State, has received a \$100,000 grant from the Ethics and Excellence in Journalism Foundation. The grant, representing Ethics and Excellence in Journalism's first to a Florida.

December 16, 2010

**Community / Clay**

**Green Cove Springs free clinic gets \$10,000 grant**

Posted: December 16, 2010 - 2:59pm

By **Beth Reese Cravey**

The Way Free Medical Clinic in Green Cove Springs has received a \$10,000 grant from the Blue Cross and Blue Shield of Florida Community Fund.

"This generous grant will contribute to the mission of the Way Free Medical Clinic — guaranteeing access to quality healthcare for the medically underserved population of Clay County," executive director Christy Fitzgerald said in a news release.

The Way Free Medical Clinic provides medical care to the uninsured, indigent population of Clay County by offering four general medicine clinics each month. Also, The Way offers prenatal care and vision screening by appointment.

For more information, go to [www.thewayclinic.org](http://www.thewayclinic.org).

*<http://jacksonville.com/community/clay/2010-12-16/story/green-cove-springs-free-clinic-gets-10000-grant>*



## **Blue Cross Blue Shield of Florida – Caring for the Community**

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The Florida Blue Tour consists of a 71,000 pound tractor trailer that is bright blue. The truck has 2300 square feet of space and is 70 feet long. The Blue Tour travels around the state of Florida answering questions about health, healthcare, and health insurance. In line with its motto of "Bringing Blue to You," the truck opens up for visitors to experience multimedia learning stations, connecting the vision, values, and practical products and services of Blue Cross Blue Shield of Florida with the residents of the state. The tour employees are happy to answer questions and build relationships with Floridians at festivals, family reunions, book fairs, schools, and more.

The core programs of The Blue Foundation for a Healthy Florida include IMPACT Healthcare Grants program, Embrace a Healthy Florida, and The Sapphire Award. IMPACT chooses to award grants to those who are advancing access to healthcare for those population segments that are uninsured or underserved by the current system. Embrace a Healthy Florida focuses on children, especially on the problem of childhood obesity and solutions for this issue. The Sapphire Award given by Blue Cross Blue Shield of Florida recognizes programs that positively effect health issues in at-risk Florida communities.

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# The Way Free Medical Clinic Web Page



## How You Can Help

All donations are 100% tax deductible, and because we work on a donation/ volunteer basis every penny goes to support the services we provide.

## Volunteer

The Way Free Clinic is dedicated to serving the underserved in Clay County, FL with more than 100 volunteer doctors, nurses, specialists, administrative staff and translators working to keep residents healthy and productive.

If you'd like to join our team, [click here](#), or to find out more call 904.531.9504.



## Thanks To Our Supporters

Anesthesia Associates of Clay County  
Atkinson's Healthcare Providers  
Birth and Beyond  
The Blue Foundation for a Healthy Florida  
Clay County Health Department  
Consolidated Laboratory Services  
Lucy B. Gooding Charitable Foundation Trust  
Hagan Ace Hardware  
Harward Construction  
Dr. David Hyler  
Friends of The Way  
LeFarge of North America  
Magnolia Point Women's Club  
Mayhugh's Drugs, Inc.  
Mori, Bean & Brooks, P.A.  
North Florida OB/GYN Associates, PA  
Orange Park Medical Center  
Park Avenue Dermatology  
Regional Obstetrics Consultants  
Paul E. and Clare N. Reinhold Foundation, Inc.  
Sacred Heart Catholic Church  
St. Catherine of Siena Catholic Church  
St. Luke's Catholic Church  
St. Vincent's Healthcare  
Susan G. Komen for the Cure  
The Vision Is Priceless Council

## Medicine and Equipment

**WE RELY UPON GENEROUS DONATIONS OF MEDICINE AND EQUIPMENT WITH EVERY ITEM BENEFITING THE PATIENTS WE SERVE.**

The Way Free Clinic has immediate and ongoing needs for a variety of donated items, such as the ones listed below, to assist with providing excellent medical care and service to our patients.

100% of your donation is tax deductible and is used in the operational support of our patients. Please [email](#) or call us at 904.531.9504 to inquire out about specific items we may need.

### HOUSEHOLD ITEMS

General household items are helpful including bottled water, hand sanitizer, newborn baby clothes 0-6 months, Good Starts brand formula and diapers.

### MEDICAL SUPPLIES

Basic medical equipment and supplies are needed every day. We are in need of blood pressure cuffs, a cyrotherapy machine and a colposcope.

### OFFICE SUPPLIES

Our administrative staff rely upon the donation of general office supplies, computers, copy paper, toner cartridges and more.



[Download our brochure](#)

<http://www.thewayclinic.org/help.htm>



***St. Petersburg Times / TampaBay.com***  
**November 17, 2010**

Times staff

In Print: Wednesday, November 17, 2010

## **Spring Hill**

### **Dance will benefit expansion of clinic**

A dance to benefit the expansion of Crescent Community Clinic will be from 7 to 11 p.m. Dec. 4 at Fun Fitness Factory, 1287 Kass Circle.

Tickets are \$25 each or \$40 per couple. Contact Maureen Soliman at (352) 650-9006 or mosey217@gmail.com; or Barbara Sweinberg at (352) 263-1218 or sweinbergb@bellsouth.net.

Crescent Community Clinic is a free primary health care clinic in Brooksville for adults without health insurance. Along with a grant from the Blue Foundation for a Healthy Florida, funds raised will help build a second clinic in Winchester Plaza in Spring Hill.

**<http://www.tampabay.com/news/briefs/center-to-have-harry-potter-themed-blood-drive-in-spring-hill/1134711>**

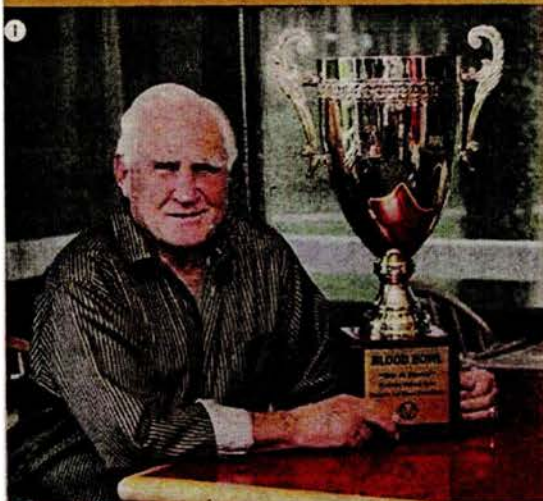
# Vero Beach Press Journal

## November 15, 2010

**SAY LUMINARIES**  
luminaries@scripps.com



St. Lucie County



① Former Miami Dolphins head coach Don Shula will announce the winner of the 2nd Annual Blood Bowl hosted by the Van Duzer Foundation to benefit Florida Blood Centers on Dec. 4.

② Patti Gibbons is joined by Mike Bryan, a local artist, on the recent Autumn Boat Cruise to benefit the Friends of Harbor Branch. Mike entertained the group with his caricature art. The next cruise is Nov. 22.

③ Rev. George Welch, County Commissioner Chris Craft, Pastor Ted Rice and Sheriff Ken Mascara participate in "Birdies for Bracelets" golf tournament, raising \$9,000 to benefit the Fort Pierce Pilot Club's locator bracelet program for Alzheimer's patients.

④ Lynette and Vince Marraffa, owners of Traxx Entertainment, donate their time and talent to this year's Bowl For Kids Sake to benefit Big Brothers Big Sisters of St. Lucie County.



⑤ (Front) Doug Anderson, executive director of HANDS of St. Lucie County, Donna Harris, Cris Adams, Jared Skok, Dr. James A. Roberts, Stacy Malinowski, (back) Stephen Rogers, Bob Dunwoody, James Harris and Larry Lee celebrate receiving a \$100,000 grant from the Blue Foundation for a Healthy Florida.





*thenewlifemovement.org*

November 14, 2010

## **Blue Cross Blue Shield of Florida – Caring for the Community**

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Retrieved from "<http://www.articlesbase.com/insurance-articles/blue-cross-blue-shield-of-florida-caring-for-the->

<http://www.thenewlifemovement.org/blue-cross-blue-shield-of-florida-caring-for-the-community.html>

**Nhl.msg.com**  
**November 13, 2010**

 [TampaBay.com](#) | [St. Petersburg Times](#) 2 days ago

## **Brooksville free clinic's organizers to open second location in Spring Hill**

The coalition of medical professionals has signed a contract with the Blue Foundation for a Healthy [Florida](#), the philanthropic affiliate of [Blue Cross and Blue Shield](#) of Florida, which will provide \$100,000 for the local expansion. Of some 100 agencies... [Full Article at TampaBay.com | St. Petersburg Times](#)

<http://nhl.msg.com/article/01cQ59fd0M3DQ?q=Florida>

November 13, 2010

## Brooksville free clinic's organizers to open second location in Spring Hill

By Beth N. Gray, Times Correspondent  
In Print: Saturday, November 13, 2010

SPRING HILL — The welcome — and demand — for the free medical services provided by the Crescent Community Clinic in Brooksville has proved so strong that the organizers soon will open a second clinic in Spring Hill.

The coalition of medical professionals has signed a contract with the Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida, which will provide \$100,000 for the local expansion.

Of some 100 agencies that applied for a grant, only nine were selected in the current cycle of awards, said Susan Wildes, assistant executive director of the foundation.

"It was competitive," Wildes noted. "We looked at need in the community, whether the nonprofit has the capacity to deliver. We also made a site visit."

What the visit found was 33 physicians, 10 medical support personnel and 25 general staffers, all volunteers, providing primary care for needy and uninsured patients.

Clients numbered 1,300 in the last year, the number authenticated by the state Health Department.

The Brooksville clinic is open 10:30 a.m. to 5 p.m. the first three Saturdays of each month at the Brook Plaza shopping center at Broad Street and Ponce de Leon Boulevard.

"The value of donated services to the existing clinic (opened in June 2008) is \$319,000," said Wildes.

The new clinic, planned to open next spring at Winchester Plaza along Commercial Way, across from the white dinosaur just south of Weeki Wachee, will also include a dental component, said grant writer Barbara Sweinberg.

Medical director Dr. Husam Abuzarad said four area dentists, led by Dr. Edward Augustyniak, will join the team. Dentist Rodney Ackley is providing the space.

Converting the empty 2,400-square-foot facility to accommodate the clinic will cost \$120,000, Sweinberg calculated. Into the mix, the West Coast District Dental Association has kicked in \$500.

*Beth Gray can be contacted at [grabethn@earthlink.net](mailto:grabethn@earthlink.net).*

[Last modified: Nov 12, 2010 08:11 PM]



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# ***Tampa Bay Business Journal***

## **November 10, 2010**

### **Crescent Community Clinic expands to Spring Hill**

**Tampa Bay Business Journal - by Margie Manning**

Date: Wednesday, November 10, 2010, 2:51pm EST - Last Modified: Wednesday, November 10, 2010, 2:54pm EST

A grant from The Blue Foundation for a Healthy Florida will help Crescent of Hernando open a second free dental and health clinic.

The nonprofit organization, which does business as Crescent Community Clinic and currently has one clinic in Brooksville, has begun work on a second clinic in Spring Hill, in part because of a \$100,000 grant from The Blue Foundation, the philanthropic affiliate of Blue Cross and Blue Shield of Florida.

The new clinic will occupy about 2,400 square feet in the Winchester Plaza shopping center at 5522 Commercial Way, said **Barbara Sweinberg**, Crescent of Hernando's director of services. A ceremony planned for Monday at the site will mark the official start of construction, with completion expected in the spring.

Crescent Community Clinic in Brooksville is a free primary care clinic that opened in 2008 and has seen about 3,500 patients since it opened. It has an all-volunteer staff including eight primary care doctors, and roughly two dozen specialists, who see low-to-moderate income patients between 18 and 64 years old with no health insurance.

Because the physicians work at their practices during the week, the Brooksville clinic is only open the first three Saturdays of the month. The Spring Hill facility will also follow that model, Sweinberg said.

Crescent does not receive any federal, county or state funding and operates on the generosity of donors, including individuals and businesses, Sweinberg said.

Eighteen percent of the population in Hernando County is without health insurance and without access to dental services, a media advisory from Crescent said. Lack of affordable preventive care often leads to hospital emergency room dental visits along with non-emergency health care visits. By providing a no-cost dental and medical clinic, Crescent aims to improve the health and well being of underserved, indigent and uninsured adults regardless of their ability to pay.

Dr. **Husam AbuZarad**, board president and chief medical officer, was a finalist for the *Tampa Bay Business Journal's* 2010 Health Care Heroes awards program.

## **Blue Cross Blue Shield of Florida Caring for the Community**

Uncategorized || 2010.11.05

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**<http://www.kutips.com/blue-cross-blue-shield-of-florida-caring-for-the-community.html>**



## Hometown News

### October 8, 2010



By Jay Meisel

[meisel@hometownnewsol.com](mailto:meisel@hometownnewsol.com)

**ST. LUCIE COUNTY** - While there's national debate over providing health coverage for the uninsured, St. Lucie County's solution is expected to start operating Oct. 25.

The 2,000 square-foot Health Access Network, Delivery System clinic will provide a variety of services at no charge to the uninsured who qualify based on income, said Doug Anderson, executive director of the St. Lucie County Health Access Network.

Services will address adult and pediatric care, vision problems, care for chronic diseases and a prescription program, said Mr. Anderson, a former St. Lucie County administrator.

Additionally, HANDS has a network of specialists who have agreed to donate their services for patients who need care beyond what is provided by the clinic, he said.

Moreover, he said, the network is beginning a pediatric dental program and plans to start an adult dental program within the next year.

"I don't think there's anything like this (in Florida or around the country)," he said.

The medical clinic and the adult dental program will be located at the St. Lucie County Logistics Center on the west side of U.S. 1, between Edwards and Midway roads. St. Lucie County bought the building, which was formerly a Sam's Club, several years ago.

The pediatric program will be located at the Garden City Early Learning Academy.

For the programs at the Logistics Center, work is continuing on renovating the building to accommodate the clinic. Much of that work has been donated, Mr. Anderson said.

The program will have a total of seven employees, including full- and part- time staff. That will include Mr. Anderson and two nurse practitioners.

At the logistics center, the clinic will have six examination rooms and a large waiting area, he said.

Visits to the clinic will be by appointment, after it's determined a family or an individual qualify. A family of five would qualify, for example, with an income of \$50,000 or less.

The pediatric dental programs will start with screenings. Those who need work and whose families qualify will receive services, Mr. Anderson said. The program also will include teaching children how to properly care for their teeth, he added.

It's expected that during the first year it will cost \$1.6 million to operate the HANDS clinic, he said.

A lot of that will be covered by donations, donated services and grants, he said.

Within the last week, the network received a \$100,000 grant from the Blue Foundation for a Healthy Florida, which is an affiliate of Blue Cross and Blue Shield.

Mr. Anderson said he estimates 40,000 residents of St. Lucie County will qualify for the services.

"We will only be able to address the tip of the iceberg," he said.

It's taken years for the clinic to become reality and there's a lot of work ahead to keep it operating, he said.

"It's going to be tight, but we're going to make it," he said.



***Miami Today***  
**October 7, 2010**

**GIVING:** In a time when nonprofits have to work harder than ever for funds, the Sundari Foundation's Lotus House women's shelter has forged ahead, opening a free health clinic last month for uninsured, low-income women and children in Overtown. Spearheaded by Lotus House Founder and Director **Constance Collins Margulies**, the shelter benefited from a \$100,000 donation from Blue Cross Blue Shield of Florida's Blue Foundation.



Constance C. Margulies

***Daily Find***  
**October 1, 2010**

- [Free health clinic may open by Oct. 25](#)  
ST. LUCIE COUNTY -- After four years of work, officials could be less than a month away from opening a free health clinic for low-income, uninsured and under-insured county residents The Stuart News/Port St. Lucie News (Stuart, Florida) September 30, 2010 Thursday





» Desde que el Departamento de Salud de Green Cove Springs cerró su clínica de obstetricia para mujeres carenciadas, la clínica El Camino -inaugurada en 2006- pasó a ser el único centro médico del área que atiende indigentes.



» La guatemalteca María y la mejicana Eupresina junto a sus niños, en la Clínica El Camino. La mayoría de los asientos de la sala de espera están ocupados por hispanos.

## Los Pacientes Aumentan EN EL CAMINO CUANDO LA ADVERSIDAD ES UNA OPORTUNIDAD

DE LA REDACCIÓN

"Es un estado viral; pero no es severo," dice la enfermera Judy Hepburn a María, la madre de su pequeña paciente. "Por ahora, no necesita ser medicada, y la veremos para un control la semana próxima." Jayslin, de 4 años, sonríe mientras intenta quitarle a la enfermera el otoscopio con que le examina sus oídos. La niña responde las preguntas de Judy en inglés pero conversa con su madre en español.

María, nativa de Guatemala, no habla suficiente inglés, pero ni la barrera idiomática, ni la falta de recursos económicos son impedimento para recibir atención sanitaria en la Clínica El Camino del condado de Clay.

Desde que el Departamento de Salud Green Cove Springs cerró su clínica de obstetricia para mujeres carenciadas, El Camino pasó a ser el único centro médico del área para indigentes. Desde aquel momento, la clínica que atiende pacientes en modestos locales prestados por la ciudad, ha experimentado un gran aumento en la demanda. La mitad de sus pacientes son latinos y también lo es casi la mitad del personal voluntario. En sus inicios, el centro médico sólo abría sus puertas un sábado al mes. Actualmente, la clínica extrema esfuerzos para que las mujeres y niños reciban cuidado médico los días jueves, y el público en general pueda ser atendido los sábados y domingos dos veces al mes. Aun así, el equipo no da abasto.

Veinte por ciento de los residentes sin seguro médico Más de 1.500 hombres, mujeres y niños indigentes del condado Clay son asistidos en El Camino con servicios de clínica médica, pediatría, ginecología, medicina prenatal, planificación familiar, exámenes de laboratorio y mamografías. Otros programas anuales de la clínica incluyen vacunas gratuitas, exámenes físicos para la escuela y controles de visión. "También, si es necesario derivar al paciente a un tratamiento con un especialista, lo hacemos y también lo seguimos. Y si una persona necesita productos farmacéuticos o vitaminas se las entregamos. Tenemos una red de médicos que trabajan como voluntarios para nosotros, ofreciendo servicios de salud a los pobres, los indocumen-

PAGE 24 | ECO LATINO

OCTUBRE / OCTOBER 2010

### » HISTORIA DE PORTADA / COVER STORY

"La razón por la que vemos más hispanos que afro-americanos y anglos en la clínica, aún cuando estamos en medio de una comunidad negra, es que ellos, saben cómo manejarse dentro del sistema. Los hispanos no lo saben," asegura Jeannie.

tados, los que no tienen seguro o no califican para los programas de salud del gobierno," dice la Directora Ejecutiva, Jeannie Gallina. En efecto, Jeannie se refiere a la amplia red de instituciones, contribuyentes y programas que laboriosamente ha sabido reunir en el noreste de la Florida durante los últimos cinco años.

El Camino se extiende a través de los servicios gratuitos ofrecidos por el Hospital St. Vincent, Blue Cross Blue Shield y fundaciones como Susan G. Komen, Reinhold, Lucy Gooding, Vision is Priceless y Waste Not Want Not. La Junta de Comisionados del condado Clay y la ciudad de Green Cove Springs también se alinearon tras la causa. "El Centro Médico Orange Park es un socio principal que recibe hospitalizaciones y partos de nuestra clínica," afirma Jeannie.

Los pacientes de El Camino reflejan una tendencia nacional En la colmada sala de espera, Eupresina aguarda que su amiga María y la pequeña Jayslin terminen la consulta. Madre de dos niñas -Dina y Abigail- Eupresina transita el cuarto mes de embarazo. "Hasta ahora, estaba viendo a la partera Anita, pero cuando supieron que iba a tener gemelos, me derivaron al Dr. David Hyler," dice Eupresina

mientras busca en su cartera la orden de derivación. "Él se encarga de embarazos de riesgo, me dijeron". La mejicana aún no sabe dónde dará a luz a los gemelos pero confía en que El Camino proveerá. Por el momento, tiene programada una nueva ecografía -al igual que su amiga María.

La fundación Lucy Gooding donó a la clínica los fondos para la compra de una máquina de ultrasonido portátil de última generación que permite realizar ecografías. El obstetra y ginecólogo Dr. David Pizarro todavía hoy recuerda la primera ecografía realizada en el centro. "La primera persona que diagnosticamos con este ecógrafo, coincidentemente fue nuestra primera paciente con mellizos," recuerda el doctor.

Y mientras que los médicos y enfermeros voluntarios van y vienen por el pasillo atendiendo pacientes, Jeannie habla con Eco Latino acerca del desafío que enfrentan con los partos de madres que no reúnen los requisitos para Medicaid. Algunos inmigrantes indocumentados que no tienen visa o Green Card, pueden calificar para Medicaid de emergencia sólo por el día del parto, explica la administradora. "La clínica debe pagar los cargos hospitalarios de las chicas que no califican para ningún plan. Son tarifas redu-

cidas al costo de Medicaid, mucho menores a los que un cliente particular debería pagar. Pero de cualquier manera, es dinero que necesitamos financiar," explica Jeannie haciendo una apelación a la comunidad para apoyar la causa.

#### La solidaridad pública lo hace posible

El Camino siempre está en campaña para recaudar fondos. La clínica acepta toda donación, grande o pequeña, ya sea económica o de tiempo personal. En efecto, El Camino opera con un equipo voluntario de más de 100 profesionales, asistentes y ayudantes, donde tampoco falta un rincón espiritual. "Pertenece a la Familia del Rosario de St. Catherine y llegamos acá como voluntarias hace 5 años de la mano del padre John, para edificar a los pacientes," dice Mariana la organizadora del grupo de oración.

Y si en algo todos concurren es que el voluntariado edifica no solo al que recibe sino al que hace la entrega. "Generamos relaciones. Todos los días aquí tenemos momentos que nos gratifican," dice el Dr. Pizarro. "Los pacientes están agradecidos de que ayudándolos hacemos algo por ellos."

La mitad de los pacientes que van a la clínica son hispanos y en general no hablan inglés. "Este lugar es único y hacen grandes cosas por la comunidad. Aquí te atienden en español. Jamás te pedirán pagar tu consulta," dice María y cuenta que su hija Jayslin nació en un centro comunitario donde muchos servicios eran gratuitos, pero otros eran pagos en base a la escala de ingresos del paciente. "Aquí, en cambio, contribuyes con lo que tienes, o lo que puedes; pero si no tienes nada para dar, igualmente te atenderán." Los únicos requisitos para recibir atención médica en El Camino son tener un ingreso inferior a \$21.000 anuales, no tener seguro médico y residir en el condado Clay.

La de Eupresina es una de las tantas historias de esperanza en El Camino. La mejicana se va de la clínica con un par de butacas que el centro había recibido como donación. "Inmediatamente pensé en ella por ser María quien siempre ofrece transporte a otros para venir acá," dice Gallina. Sobre su falda, una pila de papeles, formularios y tablas que se despliegan bajo el logotipo de la clínica: una cruz y un camino sinuoso que conduce a ella. Así la imaginó el pastor John Guarnizo, quien en 2006 le dio nombre a la clínica. Desde entonces, innumerables contribuciones se fueron sumando a los esfuerzos y la pasión de Jeannie Gallina. Queda mucho por hacer para equiparar el trabajo de médicos, enfermeros, paramédicos, instituciones y voluntarios que en nuestra comunidad han dado un paso adelante para atender las necesidades de aquellos que menos tienen. » - Contribuyeron Cherish Kelly y Valeria Tonini

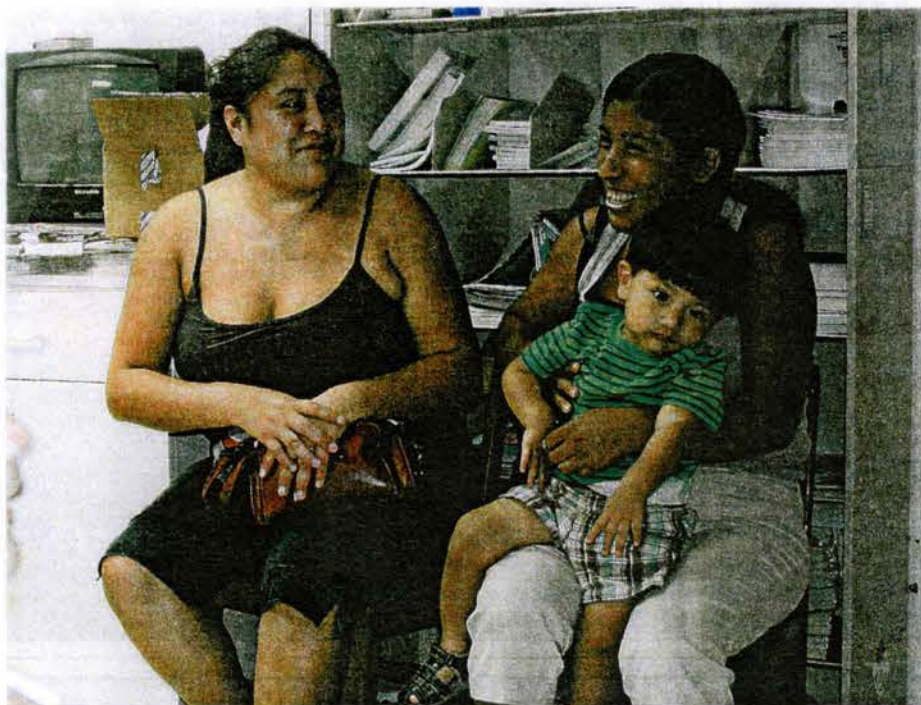


» Dr. David Pizarro, obstetra voluntario de El Camino.



» Jeannie Gallina, alma mater de la clínica.





)) Eloisa (left) and her daughter Maria brought little Sergio in for a consultation. At the Way Clinic most seats in the waiting area are filled with Hispanic day laborers or other low-wage people and their children.

## Patient Numbers Surge AT THE WAY

WHEN ADVERSITY BECOMES AN OPPORTUNITY

BY ECO LATINO NEWSROOM

"It's a viral infection," nurse practitioner Judy Hepburn says to Maria, her patient's mother. "She doesn't need medication for now, but we'll see her again in one week." Four-year old Jayslin smiles, grabbing the otoscope the nurse is using to explore her ears. The girl answers the practitioner's questions in English but talks with her mom in Spanish. Guatemalan Maria doesn't speak enough English to get by. Neither the lack of language nor the lack of economic resources prevent her from health care at The Way Clinic.

Last year, when the Green Cove Springs Health Dept. closed its obstetrical clinic for poor women, The Way became the only medical care source for local indigents. Run in the modest premises lent by the City of Green Cove Springs, the clinic has seen a huge increase in demand. Half of its patients, as well as volunteer staff, are now Latinos. At first, it was open one Saturday a month. Today, it opens on Thursdays for women and children, Saturdays and Sundays twice a month. Yet the staff is short handed and the resources not enough.

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Twenty percent of First Coast residents have no healthcare. More than 1,500 indigent men, women, and children of Clay County are served with basic medical services, pediatrics, gynecology, pre-natal, natural family planning, laboratory testing, and mammograms. There are also some other programs that continue year round, such as free vaccinations, school physicals, and visual screenings. "If a referral for specialty care is necessary for one of our patients, we do that and follow up on it. If a person needs pharmaceuticals or vitamins, we provide that as well," says Executive Director Jeannie Gallina. "We have a network of doctors that volunteer for us, offering medical care for the poor, uninsured, undocumented, or those who don't qualify for government health programs."

Indeed, Jeannie refers to the widespread network of contributing institutions and programs that for the last five years she has laboriously built across the First Coast. Today, The Way's outreach involves St. Vincent's hospital, Blue Cross Blue Shield, and foundations such as Susan G. Komen, Reinhold, Lucy Gooding, Vision is Priceless, and Waste Not Want Not. "Orange Park Medical Center is a major partner of The Way. They allow all of their hospitalizations and labor deliveries take place there," Jeannie affirms. The Clay County Board of Commissioners and the City of Green Cove Springs are also staples to the cause.

### The Way reflects national trends

In the crowded waiting room, Mexican Eupresina waits for her friend Maria and little Jayslin to finish a consultation. Mother of two girls -Dina and Abigail- Eupresina is in her fourth month of pregnancy. "Till now, I was seeing the Nurse Midwife Anita, but when they knew I was to have identical twins, they referred me to Dr. David Hyler. He takes care of pregnancies involving certain risks," Eupresina says. She doesn't know yet where she's going to give birth to the twins but she is confident that The Way will provide for her delivery. For the moment, like her friend Maria, she is scheduled for a new sonogram.

The Lucy Gooding Foundation was the donor of a state of the art portable ultrasound machine the clinic acquired, allowing real time ultrasounds on site. OB/GYN Dr. David Pizzaro remembers the first sonogram done. "Actually, the first patient diagnosed with this ultrasound machine was also the first diagnosed with twins," Dr. Pizzaro recalls.

And while volunteer doctors and nurses run up and down the hallway taking patients in, Jeannie talks with Eco Latino about the challenge they face with deliveries of those moms who are not Medicaid eligible. Some undocumented

OCTUBRE / OCTOBER 2010

HISTORIA DE PORTADA / COVER STORY

"The reason why we see a lot of Latinos here and not many black people (when we are right in the middle of a black community) is because they, like the lower income white, know how to navigate the system. Hispanics don't." Jeannie Gallina.

Immigrants who don't have visas or they are not in the process of getting their green card, may qualify for emergency Medicaid and that is just for the day of the delivery, the administrator explains. "But the girls who don't qualify for anything, the clinic has to pay for their hospital charges. These are reduced to Medicaid rates for us, so it is much less than a self-paid client would have to pay. But it is still a large amount of money that we are looking to fund." Jeannie says echoing the anxious appeal of free clinics across the nation that serve the uninsured.

### The First Coast is summoned to make a difference

And that's why The Way is always on the campaign trail for funding. The clinic appreciates any kind of donation, whether large or small, financial or voluntary time. Currently, The Way operates with a volunteer based staff made up of one paid staff member, three contracted ARNP Certified Mid-Wives, and over 100 professionals, assistants and helpers. Dr. Pizzaro believes having doctors, physicians, and nurses take time to help is not only worthwhile to the patients but to the staff as well. "You develop relationships

with the patients. There are lots of rewarding times here, everyday," he says. "The patients are grateful that you did something for them or you found something wrong and you are able to fix them."

Half of the patients that go to the clinic are Hispanics and often, they don't speak English. "This place is unique and they do great things for the community. Here you can have your consultation straight in Spanish or seek the help of a translator. And they will never ask you to pay for your consultation," says Maria after the doctor's visit. She said her daughter Jayslin was born at a community health center where many services were free but for the most part, patients would pay on a sliding scale based on their income. "You contribute with what you can, or what you have, and if for some reason you don't have anything to give, they'll take care of you anyway." Indeed, the only requirement for people to receive medical care at The Way is to have an income of less than \$21,000 per year, though they still have to be uninsured and residents of Clay County.

According to the Census Bureau,  
Florida ranks third state in the nation  
for highest number of uninsured.

#### Race/Ethnicity: % of Uninsured

White Non-Hispanics 44.3	Hispanics 31.6
Black/African Americans 19.5	Others 4.6

#### Gender: % of Uninsured

Male 52.8	Female 47.2
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#### Age Group: % of Uninsured

0-4 years 3.1	5-9 years 4.6
10-17 years 10.9	18-24 years 15.8
25-34 years 23.2	35-44 years 19.8
45-54 years 14.3	55-64 years 8.3

#### Age Category: % of Uninsured

Children (under 19 years) 18.5	Adults (19-64 years) 81.5
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Eupresina's is one of the uncountable stories of hope that crop up at The Way. Maria and Eupresina left the clinic with a pair of car seats that at that time The Way had received as a donation. "I immediately thought about this client who is always providing transportation for others to come to the clinic," said Jeannie. In her laps, a pile of papers, forms, and tables displayed by their insignia: a cross and a winding road leading to it. That was the vision of Pastor John Punizo who in 2006 gave the clinic its name. Since then, uncountable contributions joint the endeavors and the passion of Jeannie Gallina. A lot more needs to be done to meet the efforts of physicians, nurses, paramedics, institutions and volunteers who in our community have stepped out to provide for those who have no means. ))

- Cherish Kelly contributed to this story.

)) Left: Jayslin with nurse practitioner Hepburn.

Right: Mariana (right), prayer group coordinator, together with volunteer Maricel (center) and The Way patient, Juana (left).

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# *The Stuart News/Port St. Lucie News (Stuart, Florida)*

September 30, 2010 Thursday

St. Lucie County Edition

## **Free health clinic may open by Oct. 25**

**BYLINE:** Eric Pfahler staff writer

**SECTION:** LOCAL; Pg. B1

**LENGTH:** 537 words

ST. LUCIE COUNTY -- After four years of work, officials could be less than a month away from opening a **free health clinic** for low-income, uninsured and under-insured county residents

The clinic is tentatively slated to open Oct. 25 but hours have not been set and appointments are not being accepted at this time, said Doug Anderson, the executive director of the St. Lucie County Health Access Network, a nonprofit organization running the clinic. The clinic itself is being called the HANDS clinic, which stands for Health Access Network Delivery Systems.

"It's just remarkable how fast this came together and the support that we've received from the St. Lucie County community," Anderson said.

The nonprofit has been working with more than 20 groups to get financial help with the project.

"There's just a lot of support coming from so many places," said Larry Lee, president of the St. Lucie County Health Access Network.

While the 2,000-square-foot clinic is designed for primary care, the nonprofit group has a network of specialists that also will provide free services for those going through the clinic, Anderson said.

The clinic will determine eligibility for individuals, though Anderson said a family of five could make no more than about \$50,000 yearly to be eligible. Anderson estimated about 40,000 county residents would qualify.

The clinic is located at the St. Lucie County Logistics Center on U.S. 1. The facility has six exam rooms, two consultation rooms and will have about eight workers available when open. The nonprofit is using a mix of volunteers and staff paid through grants. The nonprofit accepted a \$100,000 grant from the foundation for Blue Cross and Blue Shield of Florida.

The money will go in part to pay the salaries of two part-time nurse practitioners.

The facility cost about \$400,000, Anderson said, though all but \$100,000 was donated. The rest came from grants, Anderson said. At this point, the annual budget is \$1.6 million, including donated services, Anderson said, but the budget will depend on how much the nonprofit can raise.

"The more grants we receive, the more services we can offer," Anderson said.

Eventually, the nonprofit hopes to open an adult dental clinic as well at the same location. Earlier this week, the nonprofit began providing free dental screenings to elementary students from preschool to second grade at Chester A. Moore Elementary. Plans are to serve at least 1,200 area students, Anderson said.

### **HANDS CLINIC**

Opening: Tentatively set for Oct. 25

Where: St. Lucie County Logistics Center, 3855 S. U.S. 1, Fort Pierce

Hours: To be determined. People will be seen by appointment only

Who qualifies: St. Lucie County residents who make about 200 percent of the poverty level, which is about \$50,000 for a family of five.

Services: Primary care, vision, mental health program, chronic disease management program, indigent prescription program. The clinic also has arrangements with specialists to provide free additional care for those who qualify.

Size: 2,000 square feet with six exam rooms and two consultation rooms.

Cost: About \$400,000, though about \$300,000 was donated.

Doug Anderson, executive director of the St. Lucie County Health Access Network





September 29, 2010

## Low-income health clinic slated to open in St. Lucie County

ST. LUCIE COUNTY — After four years of work, officials could be less than a month away from opening a free health clinic for low-income, uninsured and under-insured county residents.

The clinic is tentatively slated to open Oct. 25 but hours have not been set and appointments are not being accepted at this time, said Doug Anderson, the executive director of the St. Lucie County Health Access Network, a non-profit organization running the clinic. The clinic itself is being called the HANDS clinic, which stands for Health Access Network Delivery Systems.

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Here's a look at the Health Access Network Delivery Systems clinic:

---- Opening: Tentatively set for October 25

---- Where: St. Lucie County Logistics Center at 3855 S. U.S. Highway 1 in Fort Pierce

---- Hours: To be determined. People will be seen by appointment only

---- Who qualifies: St. Lucie County residents who make about 200 percent of the poverty level, which is about \$50,000 for a family of five.

---- Services: Primary care, vision, mental health program, chronic disease management program, indigent prescription program. The clinic also has arrangements with specialists to provide free additional care for those who qualify.

---- Size: 2,000 square feet with six exam rooms and two consultation rooms.

---- Cost: About \$400,000, though about \$300,000 was donated.

---- Source: Doug Anderson, executive director of the St. Lucie County Health Access Network.

Here's a quick look at who qualifies for to receive free care at the new clinic:

---- Those making 200 percent of the poverty level, which is about \$50,000 for a family of five.

---- About 40,000 people in St. Lucie County would qualify.

---- Those receiving free care must be St. Lucie County residents

---- Source: Doug Anderson, executive director of St. Lucie County Health Access Network

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<http://www.tcpalm.com/news/2010/sep/29/low-income-health-clinic-slated-open-st-lucie-coun/>



September 28, 2010

## DOCS Clinic Opens at Overtown Shelter for Homeless Women



**The Lotus House DOCS staff, from left, Michael Spertus, Rujuta Pandya, Elishia McKay and Janki Amin, and previous Lotus House project manager Prabhat Mishra celebrated the grand opening of the Lotus House Wellness Center last week.**

After years of planning, the student-run organization that informally began bringing health care to underserved communities nearly 40 years ago celebrated the grand opening Thursday of a wellness clinic at the Lotus House, a sanctuary for homeless women and children in Overtown.

Beginning this Thursday, the Lotus House Wellness Center, the third community-based clinic in South Florida staffed by Miller School faculty and medical students through the Mitchell Wolfson Sr. Department of Community Service, or DOCS, will offer gynecological screenings and other women's health services once every other week at the shelter.

"Many of these women are grappling with substance abuse, domestic abuse and other issues and, until now, if they had an urgent need, they were referred to another community clinic, but it wasn't their own and it wasn't easy to get

there," said Janki Amin, a second-year student who serves as DOCS professional liaison at Lotus House. "The Lotus House clinic will make it easier for these women to get care."

Funded with a \$100,000 grant from The Blue Foundation for a Healthy Florida, the clinic also will provide DOCS student volunteers with invaluable clinical care experience as they'll operate and staff the clinic under the guidance of the attending physicians Amin is responsible for recruiting.

In addition to Amin, the DOCS Lotus House staff includes second-year students Elishia McKay, the project manager; Rujuta Pandya, who's in charge of logistics; and Michael Spertus, the student liaison.

They and their predecessors have anxiously awaited this moment for two years, the time it's taken the Lotus House to overcome the permitting and bureaucratic hurdles that stood in the way of converting office and counseling space at the shelter into two examination rooms.

"It was a long time coming, and I'm glad we finally got it up and running," said third-year student Prabhat Mishra, the previous DOCS project manager.

For Lotus House president and founder Constance Collins-Margulies, who has created a unique and tranquil oasis in Miami's poorest neighborhood, the clinic is the first step in the shelter's vision of becoming a resource and education center for the greater Overtown community. For now, the clinic serves only Lotus House residents, about 50 women and their children. But one day, it will open to all women and children in the neighborhood. When that happens, DOCS volunteers are counting on being there, too.

Though founded in 2000, DOCS traces its origins to 1971, when Miller School students held their first health fair in Big Pine Key. Today, DOCS holds almost a dozen health fairs across South Florida, and staffs the Saint John Bosco Clinic in Miami, and the Caridad Clinic in Boynton Beach.

UM-affiliated physicians, especially in the fields of OB/GYN, family medicine, internal medicine and psychiatry, who are interested in volunteering at the Lotus House should contact Amin at [jamin@med.miami.edu](mailto:jamin@med.miami.edu).

[http://ww2.med.miami.edu/eupdate/news\\_page/docs-clinic-opens-at-overtown-shelter-for-homeless-women](http://ww2.med.miami.edu/eupdate/news_page/docs-clinic-opens-at-overtown-shelter-for-homeless-women)

***Neighbors – Miami/Key Biscayne***  
***September 26, 2010***

The good news for today is: On Wednesday, Lotus House Women's Shelter and its director, **Constance Collins Margulies**, hosted the opening of a free health clinic in Overtown, created to help uninsured and impoverished women and children. The clinic was made possible because of a check for \$100,000 from Blue Foundation of Blue Cross Blue Shield. It will offer health screenings, counseling, education, social service and dental care to those in need.

Lotus House is surrounded by brokenness. The new clinic represents hope.

*Send all items at least a week in advance to Religion Notes, c/o Neighbors, 2010 NW 150th Ave., Pembroke Pines, FL 33028, fax it to 1-954-538-7018 or e-mail [bhines@MiamiHerald.com](mailto:bhines@MiamiHerald.com). Pictures are accepted but cannot be returned.*



*Neighbors*  
*The Grove / Coral Gables*  
September 26, 2010

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## Neighbors – Miami/Key Biscayne

September 26, 2010

### OVERTOWN

# Clinic to provide preventive care to low-income women

■ A new wellness center in Overtown will offer free health screenings to women.

BY ISADORA RANGEL  
irangel@miamiherald.com

Overtown will soon have a new healthcare clinic at which women and children can receive comprehensive screening — including Pap smears, sexually transmitted disease tests and blood counts.

The Lotus Wellness Center will be open Thursday evenings and Saturday mornings and will provide free services to 15 to 20 low-income women and children per week. It will be at the Lotus House Women's Shelter at 217 NW 15th St.

"We saw there was a great need to connect women to healthcare," said Dr. Kathryn Villano, a volunteer doctor who is helping launch the project.

Many women go to the doctor only if they are seriously ill and miss important screenings like Pap smears that can catch serious problems before they become life-threatening.

The center will initially provide services only to shelter clients, but will later expand to serve other low-income people.

The Sundari Foundation, which maintains the shelter, is supporting the project. The Blue Foundation for a Healthy Florida and the Health Foundation of South Florida are some of the organizations helping sponsor it.

"They targeted a very special need population: women and children who are homeless," said Susan Wildes, assistant director of the Blue Foundation, which donated \$100,000. "We are excited. Think about the women and children who will receive services and who wouldn't have



ALLISON DIAZ/FOR THE MIAMI HERALD

**PROVIDING A NEEDED SERVICE:** University of Miami medical students Elishia McKay and Prabhat Mishra tour the newly opened Lotus House Wellness Center, whose shelter serves homeless women and children, on Wednesday in Overtown. UM medical students in the Department of Community Service and local doctors will provide the medical treatments and services to the uninsured and impoverished women who visit the clinic.

access to any healthcare."

With 10 volunteer doctors, the Lotus Center is starting an outreach campaign in the areas neighboring the shelter to find

potential patients. Organizers hope to expand services to more women in the future. Those who are diagnosed with a condition will be referred to other clinics

in the area.

"This is a proactive approach," Villano said. "We are actually going out to the community."



## NONPROFIT NEWS

*Highlighting Jacksonville's Philanthropic Community*



Photo by Max Marbut

Volunteers in Medicine-Jacksonville co-founder Dr. Jim Burt and Clinical Director Nina Smith with Susan Towler, vice president of The Blue Foundation for a Healthy Florida, the Blue Cross and Blue Shield of Florida foundation. VIM-Jax received a \$100,000 grant from the foundation last week that will allow the clinic to treat 500 additional patients. VIM-Jax provides primary medical care services for employed people who do not qualify for government-provided health care and who cannot afford insurance. "We're proud to play a role in helping our in-need neighbors receive the primary and preventive medical care they need so they don't have to rely on costly emergency room visits," said Towler.

FINANCIAL NEWS &

# Daily Record

*Chronicling Business & Law in Jacksonville*

September 14, 2010

## Nonprofit News - Highlighting Jacksonville's Philanthropic Community



*Volunteers in Medicine-Jacksonville co-founder Dr. Jim Burt and Clinical Director Nina Smith with Susan Towler, vice president of The Blue Foundation for a Healthy Florida, the Blue Cross and Blue Shield of Florida foundation. VIM-Jax received a \$100,000 grant from the foundation last week that will allow the clinic to treat 500 additional patients. VIM-Jax provides primary medical care services for employed people who do not qualify for government-provided health care and who cannot afford insurance. "We're proud to play a role in helping our in-need neighbors receive the primary and preventive medical care they need so they don't have to rely on costly emergency room visits," said Towler.*

[http://www.jaxdailyrecord.com/showstory.php?Story\\_id=531881](http://www.jaxdailyrecord.com/showstory.php?Story_id=531881)



# ***Nonprofit Center of Northeast Florida***

The Nonprofit Center's

## **NUGGETS**

Of Valuable Information!

***Connect, Convene, Develop, Advocate, Communicate***

**September 2010**

**\*\*The Blue Foundation for a Healthy Florida, Inc – DEADLINE: Sept 10**

The Blue Foundation accepts applications for the Improving Access to Health Care grants program during two proposal cycles in the summer and winter. Grants are strategically awarded to diverse, philanthropic, community-based solutions that improve program capacity and reduce barriers to access, nurture community health leadership to reinforce local solutions, foster innovation and sustain quality, and/or leverage financial, human and other resources to maximize measurable impact. [Click here](#) for more information.

September 2010



## Network News

*A monthly e-newsletter for people interested in Florida philanthropy*

### Grant Opportunities

**IMPACT**  
Improving Access To Health Care

The Blue Foundation for a Healthy Florida: IMPACT Grants: The foundation is accepting applications for its IMPACT Health Care grants, which are awarded to diverse, philanthropic, community-based solutions that improve program capacity and reduce barriers to access; nurture community health leadership to reinforce local solutions; and foster innovation and sustain quality. Deadline: Sept. 10.

<http://archive.constantcontact.com/fs080/1102010840282/archive/1103665244233.html>



*Financial News & Daily Record*  
September 10, 2010

A graphic featuring a black silhouette of a city skyline with several skyscrapers of varying heights. The words "City Notes" are written in a large, white, serif font across the middle of the skyline.

## City Notes

• **This morning at its clinic Downtown,** Volunteers in Medicine-Jacksonville will announce a \$100,000 grant from Blue Cross Blue Shield of Florida's Blue Foundation for a Healthy Florida. VIM provides free health care services to working uninsured families that cannot afford insurance and do not qualify for government relief.

# Center gets boost for high-tech efforts

Boynton Beach's Caridad Center gets grant that will help it go digital

By Mike Rothman  
STAFF WRITER

The Blue Foundation for a Healthy Florida recently awarded \$75,000 grant to the Caridad Center in West Boynton Beach.

Jared Skok, the foundation's grants manager, said the goal is to improve the efficiency and quality for the center, which provides medical care to low-income residents.

Caridad Executive Director Barbara Vilaseca said the funds would be used to transition the clinic from paper to electronic health re-

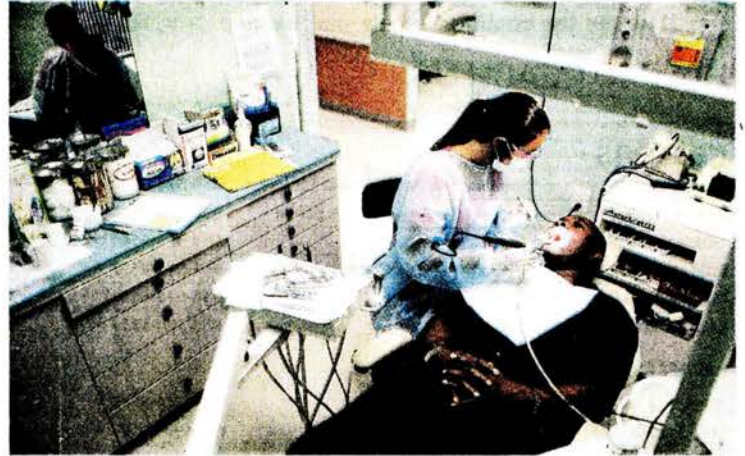
cords.

The digitized records should make everything more automated to help the free clinic see more patients, and the new records system can reduce any medical or diagnosis errors, she said. The center deals with records of more than 7,000 people in its care each year.

Vilaseca said the clinic had 24,400 patient visits last year, compared to 22,000 the year before, and she expects the number to increase again this year.

"We save the taxpayers money

» GRANT PAGE 11



Sun Sentinel staff photo by Carline Jean

Dental hygienist Adriana Flores works on Yvan Daniel, of Boynton Beach, at the Caridad Center west of Boynton Beach.

## » GRANT FROM PAGE 1

by keeping the uninsured out of emergency rooms," she said.

The center already is using components of the Quantum Group and Palm Beach Medical College's digitized records but is waiting for an upgrade before completely moving to the new system.

"With the digital records, we can chart progress and see what the past doctor did," she said. "When they finish tweaking the upgrades, they are going to come in and help train the staff and doctors."

The foundation is a philanthropic effort of Blue Cross and Blue Shield of Florida. Its Improving Access to Healthcare program attempts to help the uninsured and underserved patients.

For more information, visit [www.bluefoundationfl.com](http://www.bluefoundationfl.com).

The Caridad Center is at 8645 W. Boynton Beach Blvd. For more information, visit [www.caridadcenter.org](http://www.caridadcenter.org) or call 561-737-6336.

Mike Rothman can be reached at [mkrthman@tribune.com](mailto:mkrthman@tribune.com).



## **Blue Cross Blue Shield of Florida – Caring for the Community**

Posted: Aug 15, 2010 | Comments: 0 |

Community involvement is a major value of Blue Cross Blue Shield of Florida. They are committed to improving the lives of the citizens in Florida in health-related areas. Some of the BCBSF sponsored programs include The Blue Foundation for a Healthy Florida, BlueCommunity Champions, Corporate Sponsorships, Community Relations, Partners in Education for Business Success, For Florida's Health, and the Florida Blue Tour. BCBSF gives back to the community year after year. Jacksonville magazine has named them one of the "Top 25 Companies that Care" for years.

The Florida Blue Tour consists of a 71,000 pound tractor trailer that is bright blue. The truck has 2300 square feet of space and is 70 feet long. The Blue Tour travels around the state of Florida answering questions about health, healthcare, and health insurance. In line with its motto of "Bringing Blue to You," the truck opens up for visitors to experience multimedia learning stations, connecting the vision, values, and practical products and services of Blue Cross Blue Shield of Florida with the residents of the state. The tour employees are happy to answer questions and build relationships with Floridians at festivals, family reunions, book fairs, schools, and more.

The core programs of The Blue Foundation for a Healthy Florida include IMPACT Healthcare Grants program, Embrace a Healthy Florida, and The Sapphire Award. IMPACT chooses to award grants to those who are advancing access to healthcare for those population segments that are uninsured or underserved by the current system. Embrace a Healthy Florida focuses on children, especially on the problem of childhood obesity and solutions for this issue. The Sapphire Award given by Blue Cross Blue Shield of Florida recognizes programs that positively effect health issues in at-risk Florida communities.

BlueCommunity Champions is a Blue Cross Blue Shield of Florida employee organization whose focus is volunteering in the communities of service. They work to feed the hungry, provide for needy children, raise money for community causes, mobilize volunteers, and serve on community program boards. For Florida's Health is a program that seeks to connect Florida residents with the free or low cost healthcare resources available to them, including preventative care, prenatal care, immunizations, medications, and more. Partners in Education for Business Success (PEBS) seeks to educate, recruit, and train high school and college students in the field of health care. PEBS forms partnerships with community business leaders, educators, and administrators. College students have the opportunity to work in featured departments, such as IT, Legal, Marketing, Finance and Accounting, and Actuarial.

(ArticlesBase SC #3048410)

Read more: <http://www.articlesbase.com/insurance-articles/blue-cross-blue-shield-of-florida-caring-for-the-community-3048410.html#ixzz15MZUC7YQ>

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<http://www.articlesbase.com/insurance-articles/blue-cross-blue-shield-of-florida-caring-for-the-community-3048410.html>



**August 12, 2010**

## **Grant Alerts**

**Blue Foundation for a Healthy Florida – IMPACT Health Care Grants (Florida)** (Deadline: 9/10/10)

The Blue Foundation for a Healthy Florida invites applications for their IMPACT Health Care Grants program. Grants are awarded to diverse, philanthropic, community-based solutions that improve program capacity and reduce barriers to access to care; nurture community health leadership to reinforce local solutions; foster innovation and sustain quality; and leverage financial, human and other resources to maximize measurable impact. The current focus of the program is community-based health clinics and outreach programs.

*<http://www.healthinschools.org/en/News-Room/Weekly-Insider/August-11-2010.aspx#GA1>*



**The Nonprofit Center's**  
**NUGGETS**  
**Of Valuable Information!**  
*Connect, Convene, Develop, Advocate, Communicate*  
**August 2010**

**\*\* The Blue Foundation for a Healthy Florida, Inc. – DEADLINE: September 10, 2010**  
The Blue Foundation for a Healthy Florida, Inc., the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF), accepts applications for the Improving Access to Health Care grants program. Grants are strategically awarded to diverse, philanthropic, community-based solutions that: improve program capacity and reduce barriers to access, nurture community health leadership to reinforce local solutions, foster innovation and sustain quality, leverage financial, human and other resources to maximize measurable impact. [Click here](#) for more information.

## Funding Gets Drilled for Low Cost Dental Services

### Feeling the pain of budget cuts

By [DIANA GONZALEZ](#)

Updated 5:46 PM EDT, Thu, Jul 29, 2010



Wikimedia Commons

Community Smiles in [Miami-Dade](#) provides mostly free or low cost oral care to patients who can't afford going to the dentist.

However, there is a yearlong waiting list for patients looking to receive such care. While grants from the [Health Foundation of South Florida](#) and [Blue Cross](#) help fund this particular program, county dollars have drastically been cut.

"Up until 2008, we received about \$250,000 from the Public Health Trust to provide services for low-income, Jackson referred patients. Now that's being cut this year to zero," said [Chip Patterson](#), Executive Director of Community Smiles.

At the same time, Jackson is closing four dental clinics and those patients are being referred to Community Smiles. The space provided by Miami-Dade County Public Schools is free; so is the labor. To make this possible, community dentists come here to donate their time.

"Volunteers are the engines that really drive our clinic. We need more volunteers," said [Dr. Thomas Ward](#) the director of dental programs. To find out more go to [www.community-smiles.com](http://www.community-smiles.com).

First Published: Jul 29, 2010 3:18 PM EDT

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#### Find this article at:

<http://www.nbcmiami.com/news/health/Community-Smiles-99573749.html>



***Palm Beach Post***  
**July 27, 2010**

**LOCAL HEALTH NEWS  
AND NOTES ...**

**First free clinic in St. Lucie County**

The St. Lucie County Health Access Network recently received a \$100,000 grant to construct, equip and staff the first and only free medical clinic in St. Lucie County. Services will include health assessments, treatments, chronic-disease management, referrals to specialists, and health education.

The free-standing primary-care clinic is expected to open by fall. Support comes from the Blue Foundation for a Healthy Florida, which is the philanthropic affiliate of Blue Cross and Blue Shield of Florida.

— *Compiled by Steve Dorfman*

**Have an item for Local Health News and Notes?**

E-mail it to [steve\\_dorfman@pbpost.com](mailto:steve_dorfman@pbpost.com).

# The Palm Beach Post

July 20, 2010

## LOCAL HEALTH NEWS AND NOTES ...

### **\$100,000 grant to help build first free clinic in St. Lucie County**

The St. Lucie County Health Access Network recently received a \$100,000 grant to construct, equip and staff the first and only free medical clinic in St. Lucie County. Services will include health assessments, treatments, chronic-disease management, referrals to specialists, and health education.

The free-standing primary-care clinic is expected to open by fall. Support comes from the Blue Foundation for a Healthy Florida, which is the philanthropic affiliate of Blue Cross and Blue Shield of Florida.



# Business JACKSONVILLE Journal

July 22, 2010

## **Blue Foundation grants \$777,000 for uninsured**

JULY 12 — The Blue Founda-

tion for a Healthy Florida, the philanthropic arm of Jacksonville-based Blue Cross and Blue Shield of Florida Inc., has awarded nearly \$777,000 in grants to eight Florida health care providers serving the uninsured. Volunteers In Medicine, which provides medical services to Duval County's working uninsured, was awarded \$100,000 to enhance access to its services as part of the foundation's biannual grants program called Improving Access to Health Care. Baker County Health Department received a \$95,790 grant to expand the hours of operation of a health clinic serving uninsured county residents.

**Grantmakers In Health Bulletin**  
**July 19, 2010**



**G I H**  
*Helping grantmakers  
improve the health of all people*  
**BULLETIN**

JULY 19, 2010

✱ **The Blue Foundation for a Healthy Florida, Inc.** (Jacksonville) approved grants to Florida health nonprofits that provide services to the state's uninsured. Among the grantees are: **Lotus House Women's Shelter** (Miami) – \$100,000 to build an onsite health clinic at a shelter for women and children in Miami-Dade County; **St. Lucie County Health Access Network** (Ft. Pierce) – \$100,000 to help construct, equip, and staff the first and only free medical clinic in St. Lucie County; **Volunteers in Medicine Clinic** (Jacksonville) – \$100,000 to enhance access to health services for the working uninsured living in Duval County; **Institute for Children and Family Health** (Miami) – \$99,242 to double the amount of children helped at this pediatric mental and behavioral health clinic in Miami-Dade County; and **Dental Care Access Foundation** (Orlando) – \$82,100 to bring more dental services to uninsured residents in Osceola County. Contact: Mark Wright, 904.905.6935, [mark.wright@bcbsfl.com](mailto:mark.wright@bcbsfl.com).



July 13, 2010

## St. Lucie County free clinic expected to open in October

By Hillary Copsey

FORT PIERCE — Low-income, uninsured and underinsured St. Lucie County residents will have to wait until at least this fall for the opening of a free clinic.

St. Lucie HANDS, a nonprofit group representing a partnership between local charities and health care, social service and government agencies, started building a 2,000-square-foot clinic in February at the St. Lucie County Logistics Center on U.S. 1. Officials expected to begin seeing patients at the county's only free free clinic as soon as August.

But HANDS, which stands for Health Access Network Delivery System, is reliant on volunteer work and donations. Money and volunteers are continuing to come in, executive director Doug Anderson said, albeit on a slower schedule than anticipated.

"It's tough to build a clinic from scratch," Anderson said. "We want to do it right. It's better to maybe be a little slower than we'd like but to get it right the first time."

On the revised timeline, HANDS will open to patients in October. The clinic is expected to handle as many as 2,000 patients, eventually.

Beginning in September, HANDS volunteers will perform pediatric dental screenings at local schools and preschools thanks to two portable dental chairs purchased with a \$13,000 grant from the Children's Services Council of St. Lucie County.

Local grants — primarily from the Children's Services Council, United Way and Allegany Franciscan Ministries — and donations will have to cover operating costs for at least the first two years, after which Anderson believes state and federal grants will pick up the tab. In March, Anderson estimated the clinic's budget from a summer opening to Dec. 31 would be just more than \$400,000. The agency plans to hire registered nurse practitioner thanks to a \$100,000 grant from The Blue Foundation for a Healthy Florida, the philanthropic arm of Blue Cross and Blue Shield of Florida.

Meanwhile, HANDS is recruiting volunteer nurses and doctors and has hired a patient navigator to help connect patients to medical and social service resources. Indian River State College and Florida Atlantic University have pledged nurses and nursing practitioners, while St. Lucie County commissioners are renting HANDS the clinic space for \$1 a year and paying the clinic's utility bills for five years. Local businesses donated building supplies and services.

The nonprofit also is hosting a day-long car show July 31 at the logistics center.

Care at the clinic will be free, though patients will have to meet income limits. HANDS directors previously considered a limit of 200 percent of the poverty level — about \$40,000 for a family of four. As many as 32,000 St. Lucie County residents are uninsured or underinsured, according to HANDS estimates.

Florida has one of the highest population of uninsured residents in the country.



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<http://www.tcpalm.com/news/2010/jul/13/st-lucie-county-free-clinic-expected-to-open-in/>

### Comments »

July 13, 2010

6:26 a.m.

[Stillrob](#) writes:

Awesome! Martin County has Volunteers in Medicine (VIM) which gives excellent medical care. Finally something in St. Lucie county for the residents here who can not afford health insurance.

July 13, 2010

6:57 a.m.

[hampdenmeadows#503752](#) writes:

Yes, I agree this is wonderful. Could someone explain how it is free--donations (yes) is public money going to this organization and how many taxpayer dollars will go to it? Reporting using the word "free" is misleading--it is free to those who need it and that is great, but somebody either through donations, volunteers but I think also tax dollars from the general citizenry will make it "free". I applaud the effort but let us be clear.

# JACKSONVILLE Business Journal

July 12, 2010

Monday, July 12, 2010 | Modified: Tuesday, July 13, 2010

## Blue Foundation grants \$777,000

Jacksonville Business Journal - by [Kim Morrison](#) Staff reporter

**The Blue Foundation for a Healthy Florida**, the philanthropic arm of Jacksonville-based Blue Cross and Blue Shield of Florida Inc., has awarded nearly \$777,000 in grants to Florida health care providers serving the uninsured.

Volunteers In Medicine, which provides medical services to Duval County's working uninsured, was awarded \$100,000 to enhance access to its services as part of the foundation's biannual grants program called Improving Access to Health Care (IMPACT). Baker County Health Department also received a grant for \$95,790 to expand hours of operation for a health clinic serving uninsured residents of the county.

They are two of eight organizations across Florida receiving funding. Other recipients include:

- [Bay County Health Department](#) received \$100,000 to purchase a mobile dental unit for in-need children living in Bay County.
- [Crescent of Hernando](#) received \$100,000 to expand hours and services for a clinic dedicated to treating uninsured people living in Hernando County.
- [Dental Care Access Foundation](#) received \$82,100 to bring more dental services to uninsured residents in Osceola County.
- [Institute for Children and Family Health](#) received \$99,242 to double the number of children helped at a pediatric mental and behavioral health clinic in Miami-Dade County.
- [Lotus House Women's Shelter](#) received \$100,000 to build an on-site health clinic at a shelter for women and children in Miami-Dade County.
- [St. Lucie County Health Access Network](#) received \$100,000 to help construct, equip and staff the first and only free medical clinic in St. Lucie County.

Jacksonville Business Journal - July 12, 2010  
</jacksonville/stories/2010/07/12/daily5.html>

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***Vero Beach Press***  
**July 12, 2010**

**ST. LUCIE COUNTY**

**Grant to help create free medical clinic**

The St. Lucie County Health Access Network has received a \$100,000 grant to construct, equip and staff the first and only free medical clinic in St. Lucie County.

The free-standing primary care clinic is expected to open by the fall with support coming from the Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida.

Services will include health assessments, treatment, chronic disease management, referrals to specialists and health education. The expected outcome will be that patients are diagnosed earlier.

Staff report



# THE MEDICAL NEWS

July 9, 2010

*from News-Medical.Net - Latest Medical News and Research from Around the World*

## Blue Foundation approves grants to help uninsured Floridians access health care

According to a new report released by the Center for Disease Control, Florida ranks second in the United States for its high percentage of uninsured residents. More than 19 percent, or 3.5 million people, lacked insurance last year.

The Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF), recently approved grants to Florida health nonprofits to help this vulnerable population.

"Since our founding in 2001, The Blue Foundation's purpose has been to make it possible for more Floridians to access health care, especially those who are uninsured or live in neighborhoods where medical care is scarce or nonexistent," said Susan Towler, vice president, The Blue Foundation. "By doing so, we're striving to carry out BCBSF's promise to advance the health and well-being of all Floridians."

Grant recipients, totals and program areas funded are:

**Baker County Health Department** -- \$95,790 -- to expand hours of operation for health clinic serving uninsured residents of Baker County

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**Institute for Children and Family Health** -- \$99,242 -- to double the amount of children helped at pediatric mental and behavioral health clinic in Miami-Dade County

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**St. Lucie County Health Access Network** -- \$100,000 -- to help construct, equip and staff the first and only free medical clinic in St. Lucie County

**Volunteers in Medicine Clinic** -- \$100,000 -- to enhance access to health services for the working uninsured living in Duval County

This financial support is part of The Blue Foundation's biannual IMPACT (Improving Access to Health Care) grants program.

SOURCE The Blue Foundation for a Healthy Florida

<http://www.news-medical.net/news/20100709/Blue-Foundation-approves-grants-to-help-uninsured-Floridians-access-health-care.aspx>



**July 9, 2010**

## **St. Lucie County Grant of \$100,000 to help create county's only free medical clinic**

### **Staff Reports**

**ST. LUCIE COUNTY** — The St. Lucie County Health Access Network has received a \$100,000 grant to construct, equip and staff the first and only free medical clinic in St. Lucie County.

The free-standing primary care clinic is expected to open by the fall with support coming from the Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida.

Services will include health assessments, treatment, chronic disease management, referrals to specialists and health education. The expected outcome of providing these services will be that patients are diagnosed earlier in the course of disease, emergency rooms will see fewer people seeking primary care, and patients with chronic conditions will be better able to manage their conditions.



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<http://www.tcpalm.com/news/2010/jul/09/st-lucie-county-grant-of-100000-to-help-create/>

***The Press Enterprise / PE.com***  
**July 9, 2010**

**New, Expanded Health Services Benefit Florida Uninsured**

The Blue Foundation for a Healthy [Florida](#) is a separate, philanthropic affiliate of [Blue Cross and Blue Shield](#) of Florida (BCBSF), incorporated in the state of Florida. The Blue Foundation for a Healthy Florida, and its parent, BCBSF, are independent... [Full Article at PR Newswire](#)

<http://topics.pe.com/article/051M4FX9Yr94V?q=Florida>



# Blue Cross grant expands hours Health department to service hundreds more

**KELLEY LANNIGAN**  
**FEATURES**

*features@bakercountypress.com*

Blue Foundation for a Healthy Florida recently awarded to the Baker County Health Department a grant that will expand hours of access to health care for Baker County residents.

The one-year \$95,790 grant will allow the health department to extend its hours of service two evenings a week and every other Saturday. The money will also cover the salary of an additional nurse practitioner.

The extended hours of operation began July 6.

"This is an IMPACT grant, which stands for Improving Access to Health Care," said Susan Wildes, assistant director of the Blue Foundation for a Healthy Florida. "The grant to Baker County Health Department should allow for a 20 percent increase in the number of patients seen."

According to projections, that could cover 800 new patients and 300 existing patients seen during the expanded hours.

The Blue Foundation for a Healthy Florida is the philanthropic arm of Blue Cross and Blue Shield of Florida. The foundation supports efforts that improve access to quality health services, especially for the uninsured and underprivileged Floridians.

The current focus for the IMPACT Health Care grants program is on community-based health clinics and outreach programs.

Nurse practitioner Ruth Davis will be treating patients for acute problems such as cold and flu, sprains, strains and rashes during the new extended hours schedule.

Ms. Davis earned her degree from the Medical University of Kansas with an emphasis in family practice. Before joining the Baker County Health Department, she worked for the Veteran's Administration in Milwaukee.

"My first day has been very pleasant with staff helping me get adjusted. Everyone here is so nice," said Ms. Davis. "The extended clinic should really help out working folks who can't always easily get to the doctor between eight and five during the day."

The extended clinic hours will be Tuesdays and Thursdays from 8:00 am to 8:00 pm and the second and fourth Saturdays of each month from 9:00 am to 3:00 pm.



PHOTO BY KELLEY LANNIGAN

Nurse practitioner Ruth Davis during the new extended clinic hours.

# The Miami Herald

July 8, 2010

## New, Expanded Health Services Benefit Florida Uninsured

The Blue Foundation for a Healthy Florida

/PRNewswire/ -- According to a new report released by the Center for Disease Control, Florida ranks second in the United States for its high percentage of uninsured residents. More than 19 percent, or 3.5 million people, lacked insurance last year.

[The Blue Foundation for a Healthy Florida](#), the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF), recently approved grants to Florida health nonprofits to help this vulnerable population.

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This financial support is part of The Blue Foundation's biannual IMPACT (Improving Access to Health Care) grants program.

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SOURCE The Blue Foundation for a Healthy Florida

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<http://www.miamiherald.com>

Read more: <http://www.miamiherald.com/2010/07/08/v-print/1721353/new-expanded-health-services-benefit.html#ixzz0Txw07CB>





July 8, 2010

## New, Expanded Health Services Benefit Florida Uninsured

JACKSONVILLE, Fla., July 8 /PRNewswire/ -- According to a new report released by the Center for Disease Control, Florida ranks second in the United States for its high percentage of uninsured residents. More than 19 percent, or 3.5 million people, lacked insurance last year.

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SOURCE The Blue Foundation for a Healthy Florida

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June 30, 2010

## Bay gets \$200,000 for mobile dental program

[CHRIS SEGAL / News Herald Writer](#)

2010-06-30 22:31:07

PANAMA CITY — The Bay County Health Department has secured \$200,000 in grant money to purchase and operate a mobile dental van for students in Bay County.

The most recent grant of \$100,000 was received from the Blue Foundation for a Healthy Florida, and the other \$100,000 comes from the Florida Department of Health.

The Health Department applied for the Blue Foundation grant in March and was one of eight organizations out of 90 that applied to receive funds.

“We will establish the Miles of Smiles program for children,” grant writer Aleksandra Schippnick said.

“It will include preventive and restorative service to students in Bay County.”

The van still needs to be purchased and outfitted, but the service could be available as early as October, Schippnick said.

The Health Department has an agreement with the federally funded community dental clinic to provide the services to uninsured and underinsured students in the county. Health officials plan to give dental treatment to as many as 3,000 students during the mobile dental unit’s first year of service.

The idea of a dental van came about through the local community health task force, which meets regularly to discuss top concerns for the area.

“This is a community issue,” Schippnick said. “The community health task force had several areas identified, and children’s dental health was a priority.”

Health officials researched the logistics and examples of mobile dental vans in other areas, including Jackson County, to formulate a sustainable plan.

“I think we are going to provide the most services with the least amount of resources,” Schippnick said.

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## Bradenton students serve their community

**B**ringing primary health care to underserved populations is a big part of osteopathic medicine that LECOM Bradenton medical students and staff have embraced by working with a local group serving the homeless. Fourth-year medical students are helping staff the Bill Galvano One-Stop Center clinic in west Bradenton.

LECOM Bradenton is collaborating with the Manatee County Community Coalition on Homelessness (CCH) to bring much needed medical care to the clinic's patients. LECOM students, under the guidance of Anthony Ferretti, DO, Assistant Dean of Clinical Education, started providing health services to Bradenton's homeless population as part of their clinical training to become osteopathic physicians.



*Dr. Anthony Ferretti, assistant dean of clinical education, looks over a patient chart with Jarred Hagan, DO. Dr. Hagan completed a rotation at the site as part of his fourth-year curriculum.*

LECOM Bradenton graduate James Gahagan, DO, who worked at the clinic during one of his fourth-year rotations, understands the importance of providing medical care to those in need. "This gives us an opportunity to spend time with patients who may not be receiving proper care – both medically and emotionally," Gahagan said.

"We can spend more time evaluating the patient's medical history and treatment options," he said. "A lot of our thought process involves working from the ground up – what we've learned in the PBL (problem-based learning) curriculum. From there, we can best assess and evaluate the patients' needs." PBL students at LECOM Bradenton train in small groups that study actual patient cases as they learn how to diagnose medical problems.

Gahagan said that the fourth-year students also offer osteopathic manipulation to patients and educate them about osteopathic medicine.

Adell Erozer, CCH's executive director, is excited to have LECOM students and clinical faculty working at the clinic. "We would not be able to provide this type of service without LECOM's help," she said. "This is a long time coming. We have a lot of clients who have significant medical problems and who do not have the basic services available to most people."

Erozer says that this benefits the community when you have on-site health care available for the underserved population.

Opened in October 2009, the One-Stop Center also offers dental care, provides meals, job placement assistance and military veteran services.

"The ability to have everything here is a big plus," said clinic coordinator Rhonda Barbacane, RN. "By having a complete range of services, there is a better chance that patients will come back for a follow-up medical appointments."

A report from Project Heart – a program which assists Manatee County families and students who are homeless or at risk of becoming homeless – states that more than 2,000 children under age 18 are homeless.

Start-up funds for the clinic came from a \$100,000 grant from the Blue Foundation,

the charitable arm of Blue Cross/Blue Shield of Florida.

Dr. Ferretti said the formation of the clinic is all part of LECOM's mission.

"We profess that the community is our campus," he said. "This is our first real opportunity to work in the city of Bradenton by furnishing student services and supervisory staff. The last thing we want to do is disappoint. The clients we are seeing have had enough disappointment in life."

Dr. Ferretti said that all fourth-year medical students must complete a rotation in a medically underserved area and this clinic is an ideal location since it is near the LECOM Bradenton campus.

### How you can help

The Community Coalition on Homelessness medical clinic is in need of supplies, said clinic coordinator Rhonda Barbacane, RN.

"Right now we have the bare minimum," she said.

Supplies needed include: Digital thermometers, eye charts, otoscopes, ophthalmoscopes, bandages, CPR shields and blood pressure machines.

If you would like to donate any medical equipment or supplies, please contact Adell Erozer, executive director at the Community Coalition on Homelessness at (941) 747-1509 or email [aerozer@cchomeless.com](mailto:aerozer@cchomeless.com).



*Clinic coordinator Rhonda Barbacane, RN, meets with LECOM Bradenton graduates Jarred Hagan, DO, and James Gahagan, DO. The students completed a rotation at this site as fourth-year students.*



# HOLA

## noticias

EL PERIODICO DE NUESTRA GENTE

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AÑO 4 • NÚMERO 211 • MAYO 29 - JUNIO 04 DE 2009



### HISPANA A LA CORTE SUPREMA

LA NOMINACIÓN DE SONIA SOTOMAYOR A LA CORTE SUPREMA DE JUSTICIA GENERÓ REACCIONES DE ORGULLO Y ALEGRÍA ENTRE LA COMUNIDAD HISPANA LOCAL. PÁG. 8



**EN JACKSONVILLE**  
JOSÉ JOSÉ SE PRESENTÓ DE SORPRESA EN UN RESTAURANTE LOCAL. CONTINUO POR SU SINGULARIDAD.



**¡TE @MO!**  
EL AMOR EN LOS TIEMPOS DE LA COMUNIDAD VIRTUAL. ENTERATE



**ALMA C. DEFILLO**  
ABOGADA DE INMIGRACIÓN Y BANCA. PÁGINA 15  
904-354-3778



## EJEMPLO

La labor que desarrolla la clínica El Camino en Green Cove Springs es un ejemplo a seguir en toda la región. El centro de salud ofrece servicios médicos gratuitos a los hispanos menos favorecidos. **LOCALES**

Clínica El Camino

## GENEROSIDAD SIN LÍMITES

Servicios gratuitos que incluyen medicina general, ginecología y oftalmología reciben los pacientes de esta clínica que tiene una mano generosa a los habitantes de Green Cove Springs.

**JACKSONVILLE.** Ada Gómez no podría estar más agradecida con la clínica El Camino.

"La atención que recibes aquí es mil veces mejor que la que te dan en un lugar donde estás pagando", asegura Gómez, una paciente que ya es regular en este centro médico.

"Gracias a la clínica he podido tener acceso a mamografías, citologías, exámenes de los ojos y hasta me dieron una máquina para la diabetes. Yo lo único que hago es pedirle a Dios para que los siga bendiciendo cada día más", cuenta la mujer hispana a la que le sobran palabras de agradecimiento.

Como Gómez, los testimonios de gratitud se repiten una y otra vez en este pequeño centro de salud que funciona gracias al servicio de un equipo de voluntarios que incluye a doctores, enfermeras, secretarías y traductores. Las oraciones de los que se benefician también están teniendo eco.

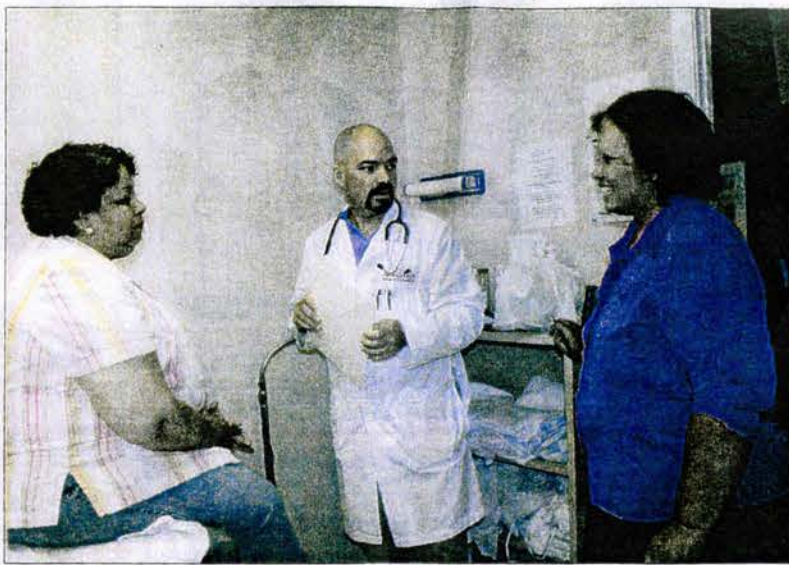
Lo que empezó como una jornada de atención médica, hoy se ha convertido en una clínica que ofrece nuevos y necesarios servicios que benefician a niños, adultos y mujeres embarazadas, especialmente de la comunidad hispana.

Se estima que el 80% de los pacientes son hispanos de muy bajos recursos, sin seguro médico que ven en la clínica El Camino su única opción para recibir atención médica de calidad.

"Ahora no estoy trabajando y no podría pagar un médico particular. Es un gran beneficio poder recibir atención gratuita y hasta me van a hacer un ultrasonido gratis", asegura María de la Luz Nieves, quien fue a la clínica para una revisión ginecológica.

### EXPERIENCIA RELIGIOSA

Toda esta inmensa y admirable labor existe gracias al esfuerzo desinteresado de su directora Jeannie Gallina, quien junto con su esposo fundó la clínica en abril de 2006. Gallina es una católica ferviente quien asegura que tuvo un llamado de Dios durante un retiro espiritual de su iglesia Sacred Heart; este llamado la llevó a conocer



**TRADUCEN.** El doctor William Gill atiende a Ada Gómez mientras Carmen Pacheco (der.) traduce para ambos, durante una de las jornadas de la clínica El Camino.

las múltiples necesidades de la comunidad inmigrante de Green Cove Springs.

Sin experiencia en asuntos médicos, Gallina dice que la semilla había sido plantada en su corazón y que desde la fundación de la clínica todo han sido bendiciones.

"Dios me puso en este camino para ayudar y permitió que esto ocurriera. Es realmente muy gratificante poder servir a las personas más necesitadas, especialmente a los niños", asegura Gallina quien también confiesa que no ha sido una prueba fácil.

La clínica hoy tiene un costo de ope-

ración mensual de ocho mil dólares, y requiere de Gallina un compromiso de trabajo de tiempo completo, más la permanente búsqueda de donaciones. El centro que funciona gracias al servicio gratuito de médicos, enfermeras y traductores, empezó en una pequeña oficina en el Departamento de Salud de Green Cove Springs, hace poco más de tres años. Hoy funciona independientemente en un espacio rentado que cuenta con cuatro consultorios, 2 oficinas, una sala para dictar charlas, un sala de espera y el compromiso desinteresado de quienes laboran en la institución.

### GRATUITO

Cuatro doctores, cuatro enfermeras, tres traductores y una recepcionista, todos voluntarios, atienden gratuitamente a familias hispanas que de otra forma no podrían recibir atención médica. La clínica presta sus servicios cada primero y tercer sábado del mes, desde las ocho de la mañana hasta que se atiende al último de los 40 pacientes del día.

"Me gusta ayudar y servir. Creo que esto hace parte de tu fe, ayudar a personas gratuitamente", asegura el doctor Eric Rosdumund, un médico internista del hospital Baptist, quien lleva

tres años colaborando con la clínica El Camino.

El centro ofrece servicios médicos básicos, pruebas de laboratorio, referidos para exámenes médicos, medicinas y servicios educativos.

Ninguno de los que laboran allí reciben sueldo y los recibos de agua y energía eléctrica son pagados por la iglesia Sacred Heart.

Para sus sostenimientos, la clínica también recibe donaciones o apoyo de Orange Park Medical Center, el hospital St. Vincent's, Vision is Priceless, Blue Cross Blue Shield, la Fundación Aetna, el Departamento de Salud de Clay y de particulares y empresas privadas.

### NUEVOS BENEFICIOS

Pero no sólo las instalaciones han crecido también los servicios. Por ejemplo, el centro cuenta ahora con un ginecólogo que atiende cada sábado que la clínica está abierta. Las pacientes también tienen acceso a exámenes de laboratorio, mamografías y ultrasonidos.

El centro de salud también cuenta con atención de obstetricia, el cual llena de orgullo a Jeannie Gallina.

"Gracias a este servicio ya hemos visto nacer a 41 bebés desde que comenzó a funcionar el año pasado", relata Gallina.

Esta especialidad se ofrece tanto para la atención prenatal como posparto y está disponible todos los jueves de 9 a.m. a 2 p.m.

También contamos con un grupo de parteras que nos ayudan con el nacimiento de los bebés. Los niños nacen en el hospital de Orange Park, con el que tenemos un convenio. Si es un embarazo con complicaciones, las pacientes son referidas al hospital Shands", añade la fundadora de la clínica.

El objetivo, dice Gallina, es disminuir la mortalidad infantil, incrementar el peso del bebé al nacer, que las pacientes cumplan completamente su ciclo de embarazo y, en general, que tanto la madre como del bebé se beneficien.

Actualmente, El Camino también ofrece un nuevo programa de visión, que otorga exámenes de la vista y anteojos gratis. Este programa se ofrece 2 veces al mes.

### HISPANOS AYUDAN A HISPANOS

Ana Anampa primero visitó la clínica como paciente y hoy es una de las traductoras del lugar.

"A mí me ayudaron aquí y yo ahora estoy ayudando. Muchas personas no hablan inglés y necesitan quien les traduzca, eso es lo que yo hago y me gusta mucho mi labor", dice la mujer de origen mexicano, quien recorta horas en su trabajo en un restaurante para servir a su comunidad.

Anna Dorat lleva un año ayudando a los pacientes con los referidos y en general con todo el papeleo que se requiere para su atención.

"Me encanta aquí, es una labor admirable, sobre todo sabiendo que ella (Jeannie Gallina) no es hispana. Entonces uno que es hispano cómo no va a querer ayudar", asegura Dorat.

Las traductoras, todas de origen hispano, ayudan a mejorar la comunicación durante las consultas con médicos y enfermeras y son una pieza fundamental para el funcionamiento de este centro.

### SEGUIRÁN CRECIENDO

Gallina asegura que la ayuda de instituciones, empresas y particulares continúa llegando, muchas veces sin haberla buscado, pues desean unirse a esta causa. Su meta, dice, es que la clínica se convierta en un centro de salud de tiempo completo para continuar mejorando el servicio médico que se ofrece a tantos que lo necesitan.

"Todos somos hijos de Dios y la salud no es un privilegio, es un derecho de todo ser humano, no importa tu raza, religión, tu color, o si eres inmigrante o no. Tenemos que aprender a ser más bondadosos", finaliza Jeannie Gallina, sin duda, con su ejemplo nos da una lección de bondad y compasión a todos.

**MÁS INFORMACIÓN:**  
Solo se atienden a residentes de Green Cove Springs. Atención se presta primero y tercer sábado de cada mes. No necesita cita. Se atienden a las primeras 40 personas. PARA MÁS INFORMACIÓN LLÁME AL (904) 215-0624



**BENEFICIO.** Un 80% de los pacientes de la clínica El Camino son hispanos que encuentran en este centro médico su única opción para obtener servicios de salud en Green Cove Springs.

**ORGULLOSA.** Jeannie Gallina, fundadora de la clínica, muestra las fotos de algunos de los 41 bebés que han nacido gracias a los servicios que presta el centro médico.





Summary			
From: July 2010			
To: April 2011			
Program: Embrace	Number of Clips	Audience	
	45	11,220,791	
Media outlet	Topic	Audience	Market Region
examiner.com 7/1/10	Childhood Obesity	7,870,780	National
Aqua Magazine 8/2010	Springfield Community Garden	15,000	National
Healthy Jacksonville Childhood Obesity Prevention Coalition	Childhood Obesity	N/A	Northeast
TampaBayOnline 8/18	Tampa YMCA-wrestler Titus O'Neill	746,450	West Coast
S. Tampa News & Tribune 8/18	Tampa YMCA-wrestler Titus O'Neill	27,772	West Coast
Florida Times-Union 8/7	N.E. FL Healthy Start Coalition	117,416	Northeast
Jacksonville.com 8/7/10	N.E. FL Healthy Start Coalition	429,506	Northeast
Central Tampa News & Tribune 8/18	Fostering fresh habits	20,000	West Coast
South Tampa News & Tribune	Fostering fresh habits	27,772	West Coast
Healthaffairs.org	Embrace a Healthy Florida Program	N/A	National
Tallahassee Democrat	Grant to FAMU to Address childhood Obesity	76,551	Northwest
Tallahassee.com 9/21	Grant to FAMU to Address childhood Obesity	N/A	Northwest
WFSU-FM / NPR 9/21	Grant to FAMU to Address childhood Obesity	N/A	Northwest
FAMU website 9/24	Grant to FAMU to Address childhood Obesity	N/A	Northwest
US Fed Nwews 9/25/10	Grant to FAMU to Address childhood Obesity	N/A	National
Rattlernation.blogspot 10/04/10	Grant to FAMU to Address childhood Obesity	N/A	Northwest
TampaYMCA.org 10/2010	Grant Recipient - childhood obesity	N/A	West Coast
Tallahassee Democrat 10/2	Grant to FAMU to Address childhood Obesity	76,551	Northwest
Tallahassee.com 11/18	Childhood Obesity	N/A	Northwest
Twitter.com 11/18	Childhood Obesity	N/A	National
WJHG TV 11/18	Childhood Obesity	N/A	Northwest
WTVX TV 11/18	Childhood Obesity	N/A	Northwest
On Tap in the Capital 11/18	Childhood Obesity	N/A	Northwest
The Daytona Beach 10 11/18	Childhood Obesity	N/A	Central
CapitalSoup.com 11/18	Childhood Obesity	N/A	Northwest
Tallahassee Democrat	Childhood Obesity	36,670	Northwest
WCTV-TV 11/19	America's Second Harvest of the Big Bend	N/A	Northwest
My Fox Tampa Bay.com 11/19	Childhood Obesity	N/A	West Coast
News & Notes	Childhood Obesity	6,000	Statewide
TopNews.in 11/21	Childhood Obesity	N/A	Statewide
Daily Find 11/22	Childhood Obesity	6,000	Statewide
GetActiveOrlando.com 12-2010	Active Living	N/A	Central
The Researcher (FAMU) Fall 2010	Childhood Obesity	N/A	Northwest
Good News! (Tampa YMCA Newsletter) Fall 2010	Childhood Obesity	N/A	West Coast
WFSU-FM / NPR Nov. 2010	Childhood Obesity	N/A	Northwest
Orlando Sentinel 11/23	Community Gardens	172,271	Central

Bite Sized News 1/2011	Deadline to apply for Embrace Grants	N/A	Statewide
The Miami Herald 1/31/2011	Hialeah Healthy Kids	151,612	Southern
miamiherald.com Hialeah 1/31/11	Hialeah Healthy Kids	1,403,770	Southern
haiboss.com 1/31/2011	Hialeah Healthy Kids	N/A	Southern
HealthyWeighlossExerciseProgram.com 1/31	Hialeah Healthy Kids	N/A	Statewide
Twitter.com 2/3/2011	Childhood Obesity	N/A	National
FirstCoastNews.com 2/16/2010	Childhood Obesity	N/A	Northeast
Tallahassee Democrat/Tallahassee.com 2/22/10	Childhood Obesity	36,670	Northwest
Robert Wood Johnson Foundation 2/2011	Hialeah Healthy Kids	N/A	National



**February 2011**

### [Hialeah to Tackle Childhood Obesity](#)

*Miami Herald*, Laura Isensee, 01/31/2011

Mobile farmers markets, more fitness programs and nutrition classes could come to Hialeah under a new health initiative. The city of Hialeah is starting a community-wide campaign, called Hialeah Healthy Kids, to fight childhood obesity.

# *Tallahassee Democrat / tallahassee.com*

February 22, 2011

**Sheila Costigan: Help end childhood obesity**

**Sheila Costigan • My View • Published: February 22, 2011 2:00AM**

<http://www.tallahassee.com/article/20110222/OPINION05/102220306/Sheila-Costigan-Help-end-childhood-obesity#ixzz1EhK60G6h>

Childhood obesity is a *huge* problem. No pun intended. Unless we do something, this generation of children in America may have shorter life expectancies than their parents because of the risks associated with childhood obesity. Years of research has found a link between childhood obesity and the onset of type 2 diabetes in adulthood. This means that choices our children make in their formative years can have far-reaching consequences. Poor eating and not enough exercise reduce the body's ability to produce or accept insulin, and the result can be type 2 diabetes. Type 2 diabetes can affect the entire body, but especially the heart. According to the National Institutes of Health, individuals with diabetes are twice as likely to have heart disease or strokes compared with those without the disease. Pediatricians and other experts worry that obesity-specific troubles are affecting children who are still going through growth and development. Put simply, heart disease acquires a head start on its destructive effects in the body. Thankfully, we can help prevent childhood obesity through better nutrition. Parents, caregivers and schools can serve less saturated fat. Hot dogs, processed lunch meats, butter and other animal fats (including full-fat dairy merchandises) must be sharply limited. We need to steer our children away from empty calories found in packaged cakes, cookies, chips and other sugar-rich and nutrient-deficient foods and drinks. Parents need to be role models for decreasing portion sizes and limiting snacks. The real threat to our children's nutritional well-being, however, is their consumption of fast foods and high-fructose beverages. "Junk food" is everywhere, and advertisers have deep pockets.

The food industry spends \$10 billion annually marketing to our children. Fast food and junk food advertising venues include television, videos, computer applications, radio, comic books and magazines. Fast food company logos appear on toys, in movies, on clothing and in video games. It's difficult, almost impossible, for a child to go an entire day without seeing an advertisement or image of someone eating junk food. A new study released by the U.S. Kaiser Family Foundation concluded that children from 8 to 12 years of age viewed the most food commercials, an average of 21 a day, or more than 7,600 per year. Among other age groups, teens viewed approximately 17 food advertisements per day, while children age 2 to 7 saw about 12 per day. People who devote three to four hours each day to screen-based entertainment (watching TV, using the computer or playing video games) are more than twice as likely to have a major cardiac event as those who limit themselves to two hours of screen time. It's no secret; if we want our children to outlive us, we have to encourage them to get up and move!

Here's some good news: Our community is committed to combating childhood obesity, and many volunteers have dedicated countless hours to this effort. Leon County Schools, the Leon County Health Department and the city of Tallahassee are making great strides to improve wellness opportunities for children and families. Whole Child Leon provides rich resources for parents and caregivers. **Wellness grants, such as the Blue Cross Blue Shield grant recently awarded to Florida A&M, are helping us reach our most at-risk populations.** From building school gardens to creating community trailways and bikeways, volunteer organizations and concerned adults are serious about making our community a healthier place for children.

To prove their commitment to combating type 2 diabetes, the Foundation for Leon County Schools and Tallahassee Memorial Healthcare have teamed up with other businesses and community leaders to present the second annual Stomping Out Type 2 Diabetes event Saturday at Tom Brown Park. Go to [www.foundationforlcs.com](http://www.foundationforlcs.com) to register for runs, walks, rides and wellness activity centers. There's free food for registered participants and free wellness screenings. The family fun starts at 8:30 a.m. Please join our efforts as we work together to stomp out type 2 diabetes.

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## **Healthy Jacksonville Coalition Fighting the Problem of Childhood Obesity**

JACKSONVILLE, Fla - Thirty percent of Jacksonville's children are obese or overweight - above the state average and about 3 percent more than four years ago, according to the Duval County Health Department. "It's not getting better right now," said Lauren Husband, director of Healthy Jacksonville at the Health Department.

The Healthy Jacksonville Coalition to Prevent Childhood Obesity is a coalition of 250 area partners, agencies and groups, and school systems who try to reach the community and suggest solutions.

The problem is worse in the urban core and northwest Jacksonville, both low-income neighborhoods, said Husband. "Often times because we are stressed, we choose the easy option, and choose fast food. We are giving (children) calories, not good nutrition," said Husband.

There are only 10 big-name stores in an area spanning five zip codes on the Northside and Westside. That does not help the problem, and neither does many fast food places there that residents frequent. Because of the small number of grocery stores there, residents have to shop at a number of convenience stores in the area so they do not have access to fresh fruits, vegetables and meats.

Dennis Triche has a 9-year old daughter who gained a lot of weight recently. He is concerned and wants to see her lose it.

"I try to get her mother to put her on a diet, and have her eat right," said Triche. "And do it with her because they both are obese, but she does not want to do it...." Working to change policies is one answer. Safer streets for pedestrians and bicyclists would be one way to increase exercise.

The coalition is pushing to get more grocery stores where they are needed and community gardens where residents can grow fresh vegetables. The partners urge caregivers to give more play time to the children they care for.

It also works closely with schools to get healthier meals in the cafeterias. Lately, Duval schools have less carbonated beverages, and more diet drinks and water in school vending machines.

The coalition works communitywide to educate parents to do the right thing. "Don't rely on the schools to do all the changing, and developing for our children, it's our responsibility as parents," said Husband.

Childhood obesity leads to lifelong health problems, higher medical costs and a shorter life expectancy.

*Twitter.com*  
*February 3, 2011*

The Truth on Health

@Truthonhealth

Boston Celtics captain Paul "The Truth" Pierce launched The Truth on Health Campaign to help empower and encourage young people to lead healthier lifestyles.

BCBSFlorida<<http://twitter.com/#!/BCBSFlorida>> BCBSFlorida by Truthonhealth Come listen to Debbie Chang talk about childhood obesity. <http://bit.ly/ffWLPo>



## Hialeah to tackle childhood obesity

By Laura Isensee  
The Miami Herald

Mobile farmers markets, more fitness programs and nutrition classes could come to Hialeah under a new health initiative.

The city of Hialeah is starting a community-wide campaign, called Hialeah Healthy Kids, to fight childhood obesity. The program is part of a statewide program, started in 2008 by the Blue Foundation for a Healthy Florida, a charity arm of Blue Cross and Blue Shield of Florida.

The foundation recently gave the city of Hialeah \$80,000 to develop its own "call to action" to tackle the problem. "It's a huge growing epidemic," said Marla Alpizar, the city's director of education and community services.

According to the National Initiative for Children's Healthcare Equality, 32.5 percent of children living in Florida are overweight or obese. A 2007-2008 national survey indicated 17 percent of children and teens, ages 2-19 years, are obese, according to the Centers for Disease Control and Prevention.

The city plans to work with a wide range of groups to develop its call to action, likely by June.

"We want the city, community partners, parents, schools, universities, churches, everybody," Alpizar said.

She explained there will be working groups on different areas, such as healthy school lunches, fitness and data collecting. "It's not all about what you eat, but a healthy lifestyle," Alpizar said.

Susan Wilde, assistant director of The Blue Foundation for a Healthy Florida, echoed that idea.

"To end childhood obesity, it's not necessarily eating less and moving more," Wilde said. "It's about changing habits. It's about access to safe places to exercise and play. It's about education and poverty. It's about a lot of things."

After Hialeah develops its local campaign, the foundation will review the proposal. After the plan is finalized, Hialeah could receive more funds to implement it.

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<http://www.miamiherald.com>

Read more: <http://www.miamiherald.com/2011/01/31/v-print/2043430/hialeah-to-tackle-childhood-obesity.html#ixzz1Cdt8bv7c>

# *Healthy Weightloss Exercise Program Review*

**January 31, 2011**

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<http://healthy-weightloss-exercise-program.simnz.com/exercise-review/fitness-program/hialeah-to-tackle-childhood-obesity/>



**Hialeah**

## **Hialeah to tackle childhood obesity**

The City of Progress recently received \$80,000 from an insurance company's nonprofit arm to develop a local campaign, called Hialeah Healthy Kids.

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The Miami Herald is pleased to provide this opportunity to share information, experiences and observations about what's in the news. Some of the comments may be reprinted elsewhere in the site or in the newspaper. We encourage lively, open debate on the issues of the day, and ask that you refrain from profanity, hate speech, personal comments and remarks that are off point. Thank you for taking the time to offer your thoughts.

**<http://www.haiboss.com/health/hialeah-to-tackle-childhood-obesity/>**



January 31, 2011

## Hialeah to tackle childhood obesity

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BY LAURA ISENSEE

LISENSEE@MIAMIHERALD.COM

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"To end childhood obesity, it's not necessarily eating less and moving more," Wilde said. "It's about changing habits. It's about access to safe places to exercise and play. It's about education and poverty. It's about a lot of things."

After Hialeah develops its local campaign, the foundation will review the proposal. After the plan is finalized, Hialeah could receive more funds to implement it.

Read more: [http://www.miamiherald.com/2011/01/31/2043430/hialeah-to-tackle-childhood-obesity.html?cid=xrs\\_rss-nd##ixzz1Dlxz5ls](http://www.miamiherald.com/2011/01/31/2043430/hialeah-to-tackle-childhood-obesity.html?cid=xrs_rss-nd##ixzz1Dlxz5ls)





**January 2011**



**Deadline Approaching for Blue Foundation Embrace a Healthy Florida Community Grants**

RFPs for the Blue Foundation Embrace a Healthy Florida Community Grants are due next Friday, January 14th at 5 p.m. Interested parties are strongly encouraged to contact Laureen Husband at [Laureen\\_Husband@doh.state.fl.us](mailto:Laureen_Husband@doh.state.fl.us) to discuss their proposal. Please visit [www.dchd.net](http://www.dchd.net) to download the RFP.

November 22, 2010

## Community gardens open in three more Orlando locations

Uncategorized — posted by linda shrieves on November, 22 2010 5:21 PM

Discuss This: [Comments\(1\)](#) | [Add to del.icio.us](#) | [Digg it](#)

Gardening is a form of exercise, but it also teaches people the importance of eating fruits and vegetables.

That's why Get Active Orlando, the organization that acts as the City of Orlando's link to health and fitness initiatives, is so big on community gardens. Now the organization is announcing the debut of three new community gardens in the Orlando area.

The three new gardens are:

- A community garden at the New Image Youth Center, an after-school program and summer camp outreach for at-risk youth in the Parramore community of Downtown Orlando. The children have planed tomatoes, spinach, collard greens and other vegetables.
- Reeves Terrace, a HUD-funded housing complex and its after-school program, now has seven plots tended by 20 children. The project is supported by the Orlando Housing Authority, city commissioner Patty Sheehan and Orlando Families Parks and Recreation.



- Sunrise Elementary School in East Orlando expanded its outdoor classroom by adding two vegetable garden beds to an area that already contains wildlife habitat plants. The gardening is also being used as an afterschool activity for the Sunrise Environmental Club where students work from 2-3 p.m. on Wednesdays.

Sponsored by grant money from the Blue Foundation (think Blue Cross and Blue Shield), this year Get Active Orlando funded five school- and youth-based gardens designed to teach children the importance of healthy eating.

"It's a special feeling to have these gardens up and running at a time of the year associated with bountiful feasts and giving thanks," notes GAO Chair Leah Nash.

Two other gardens — one at the Fern Creek School and Community garden the and Orlando Day Nursery garden — will be open by the end of the year.

While the labor involved in building the gardens is primarily volunteer driven, GAO donates funds for supplies such as lumber, soil, peat moss, mulch, hay, fertilizer, plants and seeds, hoses and nozzles, signage, watering cans, trowels, and other garden tools.

Get Active Orlando is also paying for garden kits so children can create their own gardens at home. "These gardens help keep children active both physically and mentally, and provide them and the rest of the community with fresh fruits and vegetables," she notes.

Get Active Orlando's first garden opened in **Parramore** in 2007.

According to Nash, all gardens are developed with sustainability in mind. Adult sponsors are taught how to maintain the garden, locate resources such as seeds, compost, and mulch and where to pursue additional funding. Training is provided on the appropriate types of vegetables to plant throughout the year, as well as basic gardening skills.

For more information or to become involved with GAO, please visit [www.getactiveorlando.com](http://www.getactiveorlando.com)

<http://blogs.orlandosentinel.com/health/2010/11/22/community-gardens-open-in-three-more-orlando-locations/>



***WFSU-FM***  
**November 2010**

*Radio Transcript: Total Time 0:46*

The findings are found in an update of the Blue Foundation for a Healthy Florida report on childhood obesity. And although a survey shows that more than 80% of parents say their children are at a healthy weight researchers say more than a third of kids in Florida and nationwide are overweight.

University of South Florida professor Julie Baldwin said policy makers need to find ways to reduce the number of obese kids. "To think in terms of not only behavior change at the individual level, whether that's the child, the family but also thinking in terms of policy change within the community, within the state and a national level."

Obesity contributes to a variety of illnesses including joint problems, heart disease and high blood pressure.

# The RESEARCHER

Fall Semester 2010  
Edition

DIVISION OF RESEARCH (DOR)

FLORIDA A&M UNIVERSITY

## FAMU AND FLORIDA FAMILY NETWORK TO FIGHT CHILD OBESITY IN TALLAHASSEE

Florida A&M University's (FAMU) Institute of Public Health (IPH) in the College of Pharmacy and Pharmaceutical Sciences (CoPPS) is receiving an \$80,000 grant from Blue Cross and Blue Shield of Florida's (BCBSF) Foundation, The Blue Foundation for a Healthy Florida. According to IPH professor and director, **Cynthia M. Harris**, Ph.D., DABT, the project is designed to build a multisectoral coalition in Leon County to address childhood obesity.

Pharmacy professor and Acting VP for Research, **K. Ken Redda**, Ph.D., said, "We are excited that one of our productive principal investigators (PIs), Dr. Cynthia M. Harris, will be funded for the 'Healthy Children! Healthy Future! Healthy Tallahassee! Hope thru Childhood Obesity Prevention Education (COPE) Coalition' Project. The FAMU Division of Research will provide the

PI full support and cooperation in executing this grant, and assures the BCBSF Foundation's confidence in its selecting FAMU as a good steward of this gift."

Pharmacy Dean **Henry Lewis III**, PharmD, indicated, "this is another significant collaboration between BCBSF and the College of Pharmacy and Pharmaceutical Sciences. The BCBSF Auditorium, is funded by Blue Cross and Blue Shield, and located in the New Pharmacy Building, has provided the venue for thousands of students, faculty, staff and the community at large to receive education and health information provided by the numerous programs that have been hosted in the Auditorium."

Dr. Harris is encouraged by the impact this award will bring to the community. "We are very excited about this award and the wonderful collaboration of partners united to combat childhood obesity in Leon County," said Harris.

Tallahassee is one of five Florida cities collaborating with The Blue Foundation through Embrace a Healthy Florida – The Blue Foundation's childhood obesity initiative.

"Childhood obesity's widespread threat to children, families, communities and the health care system compels us to take action," said Susan Towler, vice president, The Blue Foundation for a Healthy Florida. "Through Embrace a Healthy Florida, we hope to work side-by-side with the Tallahassee coalition to stop the epidemic before more of our children develop diabetes, heart disease and other obesity-related health problems."

These concerted efforts may help to parallel and promote similar endeavors in Jacksonville, Orlando, Tampa and Miami.

The Blue Foundation for a Healthy Florida, Inc. is a separate, philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF) incorporated in the state of Florida. The Blue Foundation for a Healthy Florida, and its parent, BCBSF, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information on The Blue Foundation for a Healthy Florida, please visit [www.bluefoundationfl.com](http://www.bluefoundationfl.com).

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*Good News!*  
*A Newsletter for Friends of the Tampa Metropolitan Area YMCA*  
**Fall 2010**



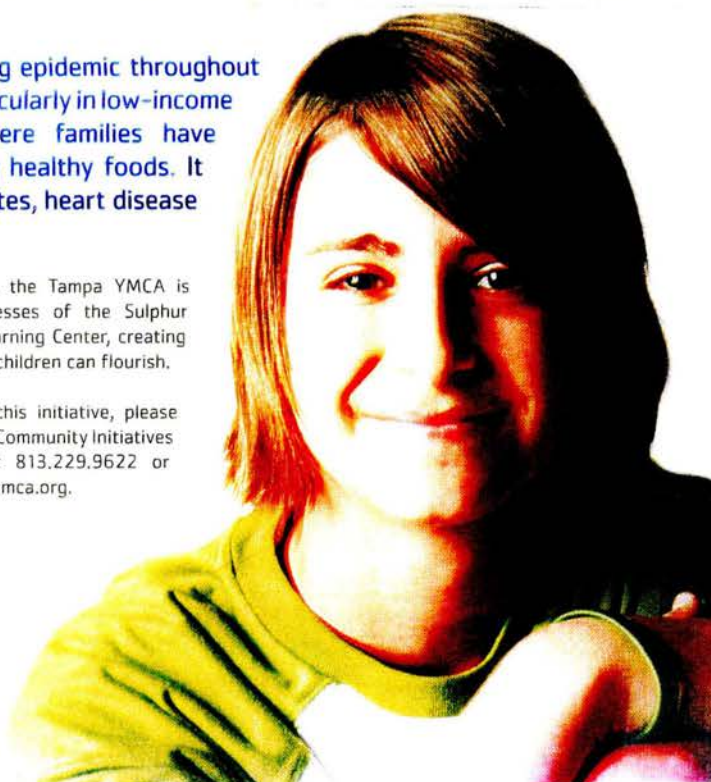
## **THE BLUE FOUNDATION AND THE TAMPA Y: A Healthy Recipe for Success**

A recipe for making childhood obesity a thing of the past was unveiled to Sulphur Springs summer camp kids taking culinary cooking lessons at the Y. Main ingredients included the community leadership of the Tampa YMCA and \$80,000 in grant support from The Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida. Add a dash of Chef Eric Youngs' expertise and a pinch of wrestler Titus O'Neill's passion for healthy living, and you have the makings of a healthy, well-balanced dish.

**Obesity is a rising epidemic throughout the country, particularly in low-income communities where families have limited access to healthy foods. It can lead to diabetes, heart disease and stroke.**

With this partnership, the Tampa YMCA is building on the successes of the Sulphur Springs Community Learning Center, creating an environment where children can flourish.

To learn more about this initiative, please contact Cheryl Pollock, Community Initiatives Executive Director, at 813.229.9622 or [cheryl.pollock@tampaymca.org](mailto:cheryl.pollock@tampaymca.org).



*GetActiveOrlando.com*  
December 2010

## Blue Foundation Awards \$100,000 to Get Active Orlando

Get Active Orlando received a grant from The Blue Foundation of Florida's Embrace a Healthy Florida Initiative in the amount of \$100,000. The funds will be used over the next two years to encourage active living through improvements in the build environment in the Parramore Heritage District.



Pictured here from left to right are Lynn Nicholson, Arlington-Concord Neighborhood Association; Jill Leslie, Get Active Orlando (GAO); Audrey Alexander, Orange County Health Department and GAO; Bridgette Monroe, GAO; Leah Nash, Florida Nurses Association and GAO; Orlando Mayor Buddy Dyer; Tony Jenkins, Blue Foundation; Dean Grandin, GAO, City of Orlando Planning Division Director; and Malisa McCreedy, City of Orlando Family, Parks and Recreation Planning Manager, GAO.

[Read about other recipients from The Blue Foundation.](#)

<http://getactiveorlando.com/resources/resource.php?id=5>



***Daily Find***  
**November 22, 2010**

○ [Online tool aimed to combat child obesity](#)

Blue Cross and Blue Shield of Florida's foundation, The Blue Foundation for a Healthy Florida, will launch today a new chapter of the Florida Chartbook -- childhood obesity in Florida. The online guide produced by the University of South Florida and The Blue Foundation for a Healthy Florida, provides data on childhood obesity and its impact on children, families and Florida's health care system. More than half (53%) of Florida's 10-year-olds are overweight or obese. Check back to ... **Tallahassee Democrat (Florida) November 18, 2010**  
**Thursday**



November 21, 2010

## Half of Florida kids overweight: Study

Submitted by Piyush Diwan on Sun, 11/21/2010 - 00:14.

In a new study it is found that the children who are 10-year olds in Florida are overweight or fat. It is about 53 percent. About 32 percent children between the ages of 10 to 17 are fat.

It was found from a book on children's health issues. This was produced by a foundation which is financed by Blue Cross and Blue Shield of Florida. It is the second magazine of the "Florida Chartbook" and now consists of a total chapter on fatness.

Kellie Gilmore, All Children's Hospital's assumed that before thirty years this wasn't a concern. But now the rates have tripled, and he wonders if the general population has that indulgent. Before publication he helped in the analysis to find the conclusion over it.

The study states various outcome of this relating the present and future life-long health issues. The behavior of young people gets changes in and out of school if they are overweight. Even if some of them commit suicide due to this problem. At present childhood obesity is usually refer to as an occurrence by the Health care professionals.

<http://www.topnews.in/half-florida-kids-overweight-study-2291815>



## News & Notes

11/19/10

### The Blue Foundation announces new chapter of the Florida Chartbook

Blue Cross and Blue Shield of Florida's (BCBSF) foundation, The Blue Foundation for a Healthy Florida, today launched a new chapter of the Florida Chartbook -- childhood obesity in Florida. The 2010 update to the *Child Health and Healthcare in Florida Chartbook: A Focus on Childhood Obesity 2010* is an online guide produced by the University of South Florida (USF) and The Blue Foundation for a Healthy Florida.



The new Chartbook, the second produced for the state of Florida, provides data on childhood obesity and its impact on children, families and Florida's health care system. Most importantly, it presents a qualitative analysis of childhood obesity prevention efforts from focus groups on the impact and response to the epidemic in Florida. It further describes the environments (family, school and community) within which these children and youth evolve.

The update includes an overview of obesity in the state, and a comprehensive look at the health and behaviors of children and youth based on their weight. It also focuses on disparities regarding how childhood obesity negatively impacts poor and minority communities, in addition to highlighting best practices throughout the state. Highlights of the numerous findings in this report include:

Children who are obese in their preschool years may be more likely to be obese in adolescence and adulthood;

Nearly one in three (32 percent) children and youth ages 10-17 years living in Florida are overweight or obese;

There appears to be a growing trend of increasing rates of overweight and obesity among younger children in Florida. More than half (53 percent) of Florida's 10-year-olds are overweight or obese.

"We believe this Chartbook will be an outstanding resource for community stakeholders looking to address childhood obesity or simply hoping to improve children's health," said **Susan B.**

**Towler**, vice president, The Blue Foundation.

The project, geared towards policymakers, researchers and people working with Florida's children, was developed through USF and funded in part through a \$100,000 grant from The Blue Foundation.

*News & Views articles are for BCBSF employees and our contingent workforce only. Please do not forward or share with external parties. Failure to comply is a violation of Compass and corporate operating procedures.*

Article Date: 11/19/2010 | Created By: Wright, Mark | Category: Community | Permalink | Email this Post | Comments (0)



November 19, 2010

## Half of Florida kids obese, study says

Study looked at 10-year-olds, teenagers



Steve Nichols  
FOX 13 Pinellas reporter

ST. PETERSBURG - A new study says 53 percent of Florida's 10-year olds are overweight or obese. Among 10 to 17-year olds, the number is 32 percent.

The figures come from a book on children's health issues produced by a foundation funded by Blue Cross and Blue Shield of Florida. It is the second publication of the "Florida Chartbook" and now includes an entire chapter on obesity.

"Thirty years ago this wasn't an issue," says All Children's Hospital's Kellie Gilmore, who helped review the findings before publication. "The rates have really tripled, and I don't now if the general population has that understanding."

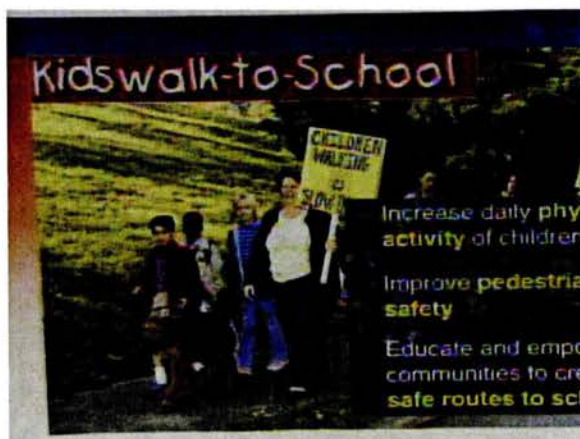
The study points out a variety of ramifications beyond immediate and usually life-long health issues. Young people with weight problems are more likely to display behavioral issues in and out of school, and are far more likely to consider suicide. Health care professionals now commonly refer to childhood obesity as an epidemic.

Last month, the Pinellas County Public Health Department received a \$4.8 million grant to try some new approaches to combating childhood obesity. Much of the effort will involve working with local governments to create safer biking and pedestrian opportunities so children can exercise on the way to school.

Lighting in parks will also be encouraged.

"The school board and Pinellas schools are really big part of this grant," said the Health Department's Megan Carmichael. "Trying to get PE in schools, daily if possible, as well as working with the cafeteria and food service folks."

Gilmore, who heads up All Children's obesity programs, said "It's not just you have to eat right and you have to exercise. We have to really change attitudes. Parents have to buy into it, the schools have to buy into it, city commissioners have to buy into it, we all have to do it together."



<http://www.myfoxtampabay.com/dpp/news/local/pinellas/half-of-florida-kids-obese-study-says-11192010>





November 19, 2010

## "Food For Our Coastal Friends" Food Drive

America's Second Harvest of the Big Bend will host "Food For Our Coastal Friends" food drive on November 20.

**Posted:** 10:45 AM Nov 19, 2010

**Reporter:** ASHBB Release



Tallahassee, November 18, 2010—

America's Second Harvest of the Big Bend (ASHBB) has partnered with local businesses throughout the last several months to obtain additional food for the coastal communities, and will be adding turkeys and other side items due to the generosity of Boar's Head and the Blue Foundation of Florida.

Boar's Head has partnered with the Florida Association of Food Banks (FAFB) to help struggling families along the Gulf Coast and throughout the state of Florida. America's Second Harvest of the Big Bend is part of the FAFB and will receive half of all funds raised by Boar's Head.

As part of their Boar's Head Brings Hope program, the company has donated \$25,000 to date and is reaching out to Facebook users as means to do more. For every new person that "likes" the Boar's Head Facebook page, the company will automatically donate an additional dollar to the Florida Association of Food Banks, up to a maximum of another \$25,000. That will mean a potential donation totaling \$50,000, which could provide 150,000 meals straight to the families who have been hit the hardest. For more information about the Boar's Head Brings Hope program, please visit [Facebook.com/boarshead](http://Facebook.com/boarshead).

Collectively, America's Second Harvest of the Big Bend will distribute 970 turkeys, holiday side items and other food throughout Franklin and Gulf Counties this month for Thanksgiving. On Saturday, November 20th, they will be joining First Baptist Church of Eastpoint during their regular food distribution to hand out the turkeys. "Our partner agencies work hard all year long to provide food for their neighbors in need, and we are thankful for the grant funding that allows us to provide the turkeys with them as well" stated Cheryl Phoenix, Executive Director of America's Second Harvest of the Big Bend.

Additional funding used was from the Blue Foundation for the coastal areas that were affected by the freeze earlier this year. Unfortunately, this is the same area that has been impacted by the oil spill due to lost revenue in tourism and fishing.

America's Second Harvest of the Big Bend is the food bank that collects and distributes food to those in need through a network of 130+ partner agencies, including food pantries, soup kitchens, and other programs. Last year, Second Harvest distributed over 3.5 million pounds of food throughout the ten counties of the Big Bend.

**WHO:** AMERICA'S SECOND HARVEST OF THE BIG BEND

**WHAT:** "FOOD FOR OUR COASTAL FRIENDS" FOOD DRIVE DISTRIBUTION

**WHERE:** FIRST BAPTIST CHURCH OF EAST POINT  
447 AVENUE A  
EASTPOINT, FL

**WHEN:** NOVEMBER 20, 2010 9:30 AM– 11:30AM

[http://www.wctv.tv/news/headlines/Food\\_For\\_Our\\_Coastal\\_Friends\\_Food\\_Drive\\_109215179.html](http://www.wctv.tv/news/headlines/Food_For_Our_Coastal_Friends_Food_Drive_109215179.html)

***Tallahassee Democrat***  
**November 19, 2010**

## **Online tool tracks childhood obesity**

[By Iricka Berlinger](#) • DEMOCRAT STAFF WRITER • Published: November 19, 2010 2:00AM

Childhood obesity is rising at an alarming rate. To combat the epidemic, a team of researchers have provided information that will help to change policy in Florida that would help educate children on healthy-life choices.

A new chapter dedicated to childhood obesity in the Florida Chartbook was released Thursday. The Chartbook is an up-to-date report on health-related research geared towards policymakers to make informed decisions.

The online tool outlines research produced by the University of South Florida, the Child Policy Research Center at Cincinnati Children's Hospital Medical Center and the Blue Foundation for a Healthy Florida.

Their findings showed that nearly one in three children ages 10-17 in Florida are overweight or obese. More than half (53 percent) of Florida's 10-year-olds are overweight or obese.

"Childhood obesity has an impact on the child's physical and mental health," said Julie Baldwin, professor and chair of the department of community and family health in USF's College of Public Health.

She explained that implications of obesity could include chronic illness, asthma or aggressive behavior. In girls, Baldwin said, it has been found that there is also more consideration of suicide.

Miaisha Mitchell, executive director of the Greater Frenchtown Revitalization Council, is committed to educating the local community on obesity. She has helped to organize a new group, Hope through Childhood Obesity Prevention Education, a communitywide coalition to reduce childhood obesity.

"We want to use a comprehensive approach," Mitchell said. "It's important to educate the entire family."

According to Mitchell, 30.4 percent of Leon County adults are obese.

"Prevention is key. We do program after program, but we need to work on the policy to change," said Mitchell, who would like to see better policy on physical education and healthy eating in schools. "We need to deal with the problem on all levels."



**November 18, 2010**

## **Blue Cross and Blue Shield of Florida's Foundation Announces New Chapter of the Florida Chartbook Dedicated to Childhood Obesity**

November 18, 2010 [Business](#) No Comments

TALLAHASSEE, Fla. – Blue Cross and Blue Shield of Florida's (BCBSF) foundation, The Blue Foundation for a Healthy Florida, today launched a new chapter of the Florida Chartbook — childhood obesity in Florida. The 2010 update to the Child Health and Healthcare in Florida Chartbook: A Focus on Childhood Obesity 2010 is an online guide produced by the University of South Florida, the Child Policy Research Center at Cincinnati Children's Hospital Medical Center and The Blue Foundation for a Healthy Florida. "We believe this Chartbook will be an outstanding resource for community stakeholders looking to address childhood obesity or simply hoping to improve children's health," said Susan B. Towler, vice president, The Blue Foundation for a Healthy Florida. The new Chartbook, the second produced for the state of Florida, provides data on childhood obesity and its impact on children, families and Florida's health care system. Most importantly, it presents a qualitative analysis of childhood obesity prevention efforts from focus groups on the impact and response to the epidemic in Florida. It further describes the environments (family, school and community) within which these children and youth evolve.

The update includes an overview of obesity in the state, and a comprehensive look at the health and behaviors of children and youth based on their weight. It also focuses on disparities regarding how childhood obesity negatively impacts poor and minority communities, in addition to highlighting best practices throughout the state. Highlights of the numerous findings in this report include: Children who are obese in their preschool years may be more likely to be obese in adolescence and adulthood.

Nearly one in three (32%) children and youth ages 10-17 years living in Florida are overweight or obese.

There appears to be a growing trend of increasing rates of overweight and obesity among younger children in Florida. More than half (53%) of Florida's 10-year-olds are overweight or obese.

"The 2010 Chartbook contains the most updated findings pulled from national data sets that address the health and quality of health care for children and adolescents for an in-depth look at the impact of childhood obesity in Florida," said Julie Baldwin, Ph.D., professor and chair, Department of Community and Family Health, College of Public Health, University of South Florida.

The Chartbook website ([www.flchartbook.childhealthdata.org](http://www.flchartbook.childhealthdata.org)) provides descriptive information on child health issues, health behaviors, utilization of health services and the quality of those services. This Chartbook is intended to complement, not duplicate, existing reports available from other stakeholders by using new datasets and by delving more deeply into the health care experiences of young people and their families.

The project, geared towards policymakers, researchers and people working with Florida's children, was developed through USF and funded in part through a \$100,000 grant from The Blue Foundation. Other sponsors of the Chartbook include Nemours, Florida Hospital Association, Florida Association of Children's Hospitals, Inc., The Policy Group for Florida's Families and Children, and Florida Department of Health.

The Blue Foundation for a Healthy Florida, Inc., is a separate, philanthropic affiliate of Blue Cross and Blue Shield of Florida that supports community-based solutions to improve the health and well-being of Floridians and their communities. The Blue Foundation for a Healthy Florida, and its parent, Blue Cross and Blue Shield of Florida, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information on The Blue Foundation, please visit its website at [www.bluefoundationfl.com](http://www.bluefoundationfl.com).

University of South Florida Health ([www.health.usf.edu](http://www.health.usf.edu)) is dedicated to creating a model of health care based on understanding the full spectrum of health. It includes the University of South Florida's colleges of medicine, nursing, pharmacy and public health; the schools of biomedical services as well as physical therapy and rehabilitation services; and the USF Physician's Group. With more than \$394.1 million in research grants and contracts in FY 2009/2010, the University of South Florida is one of the nation's top 63 public research universities and one of only 25 public research universities nationwide with very high research activity that is designated as community-engaged by the Carnegie Foundation for the Advancement of Teaching.

Cincinnati Children's Hospital Medical Center is one of just eight children's hospitals named to the Honor Roll in U.S. News and World Report's 2010-11 Best Children's Hospitals. It is ranked #1 for digestive disorders and highly ranked for its expertise in pulmonology, cancer, neonatology, heart and heart surgery, neurology and neurosurgery, diabetes and endocrinology, orthopedics, kidney disorders and urology. Cincinnati Children's is one of the top two recipients of pediatric research grants from the National Institutes of Health. It is internationally recognized for quality and transformation work by Leapfrog, The Joint Commission, the Institute for Healthcare Improvement, the federal Agency for Healthcare Research and Quality, and by hospitals and health organizations it works with globally. Additional information can be found at [www.cincinnatichildrens.org](http://www.cincinnatichildrens.org).

Contact: Mark Wright (904) 905-6935; Janelle Pepe (850) 222-1996

<http://capitalsoup.com/2010/11/18/blue-cross-and-blue-shield-of-florida%E2%80%99s-foundation-announces-new-chapter-of-the-florida-chartbook-dedicated-to-childhood-obesity/>



November 18, 2010

## Blue Cross and Blue Shield of Florida's Foundation Announces New Chapter of the Florida Chartbook Dedicated to Childhood Obesity

[Leave a Review](#)

Blue Cross and Blue Shield of Florida's Foundation Announces New Chapter of the Florida Chartbook Dedicated to Childhood Obesity — Thu Nov 18 06:59:12 UTC 2010 TALLAHASSEE, Fla.

More:

[Blue Cross and Blue Shield of Florida's Foundation Announces New Chapter of the Florida Chartbook Dedicated to Childhood Obesity](#)

<http://daytonabeach10.cityspur.com/2010/11/18/blue-cross-and-blue-shield-of-florida%E2%80%99s-foundation-announces-new-chapter-of-the-florida-chartbook-dedicated-to-childhood-obesity/>



***ON TAP IN THE CAPITAL:***  
***November 18, 2010***

**BLUE FOUNDATION ON CHILDHOOD OBESITY:** The Blue Foundation for a Healthy Florida, affiliated with Blue Cross and Blue Shield of Florida, holds a news conference to announce an update to its Florida Chartbook to include information about childhood obesity. The Chartbook provides data on childhood obesity and its impact on children, families and Florida's health care system. The project, geared towards policymakers, researchers and people working with Florida's children, was developed through the University of South Florida and funded in part through a \$100,000 grant from The Blue Foundation. (10:30 a.m., Mary Brogan Museum of Art and Science, 350 S. Duval St., Tallahassee.)



November 18, 2010

## New tool to fight childhood obesity in Fla.



Reported by: Anne Imanuel  
Email: [anne@wtxl.tv](mailto:anne@wtxl.tv)  
Last Update: 11/18 5:46 pm

**TALLAHASSEE, Fla.** - Florida researchers unveiled a new online resource Thursday that can be used to help fight childhood obesity in the Sunshine State.

Blue Cross and Blue Shield of Florida's Blue Foundation for a Healthy Florida launched the new website where anyone can learn more about childhood obesity and its impact.

The new website includes an overview of obesity in the Florida and some of the best practices being used to combat the problem.



Researchers at the University of South Florida helped compile the the information. They say all parents should take note.

"Early childhood is a period when lifestyle and dietary behaviors are initiated, it's crucial to develop effective primary care interventions aimed to educate parents of pre-school children on the importance of a balanced diet and an active lifestyle," said Julie Brown, USF professor and chair of the Department of Community and Family Health.

Researchers say 1 in 3 Florida kids ages 10 to 17 are overweight or obese.

[Click here](#) to check out the new website.

[http://www.wtxl.com/content/topstories/story/New-tool-to-fight-childhood-obesity-in-Fla/BifYQUh7lUmv\\_yacMj9PxA.csp](http://www.wtxl.com/content/topstories/story/New-tool-to-fight-childhood-obesity-in-Fla/BifYQUh7lUmv_yacMj9PxA.csp)





***WJHG.com***  
**November 18, 2010**

## Too many fat kids

One in every three Florida kids ages 10 to 17 is overweight or obese. Blue Cross Blue Shield is looking for solutions, through its philanthropic affiliate The Blue Foundation.

The foundation is **funding** research to pinpoint the problem and come up with solutions.

Child advocate, Miaisha Mitchell, says one of the main problems is kids aren't exercising.

"We have been watching our children for years in High school not reach the physical education standards. In Florida we didn't have any funding to do that. So we are finding more and more these numbers are going up."

Thursday, the foundation released another chapter of its Florida Charterbook: a Focus on Childhood Obesity. The guide is online and accessible to community leaders interested in helping kids lose weight. The address is [www.flchartbook.childhealthdata.org](http://www.flchartbook.childhealthdata.org)

**[http://www.wjhg.com/home/headlines/Too\\_many\\_fat\\_kids\\_109025324.html](http://www.wjhg.com/home/headlines/Too_many_fat_kids_109025324.html)**

## *Twitter Tweets about Child Help as of November 18, 2010*

GinaLStarr: RT @BCBSFlorida: The Blue Foundation for a Healthy FL funds tool to **help** fight #childhoodobesity in #Florida. Read here for more info: <http://bit.ly/a0y9NU>  
2010-11-18 · [Reply](#)

<http://bangmediahelp.com/854481-Twitter-Tweets-about-Child-Help-as-of-November-18-2010.html>



November 18, 2010

## Online tool aimed to combat child obesity

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IRICKA BERLINGER • DEMOCRAT STAFF WRITER • PUBLISHED: NOVEMBER 18, 2010 2:00AM

Blue Cross and Blue Shield of Florida's foundation, The Blue Foundation for a Healthy Florida, will launch today a new chapter of the Florida Chartbook -- childhood obesity in Florida.

The online guide produced by the University of South Florida and The Blue Foundation for a Healthy Florida, provides data on childhood obesity and its impact on children, families and Florida's health care system.

More than half (53%) of Florida's 10-year-olds are overweight or obese.

Check back to Tallahassee.com for more on this story.

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<http://www.tallahassee.com/article/20101118/BREAKINGNEWS/101117014/Online-tool-aimed-to-combat-child-obesity-->

## \$80,000 grant to help FAMU battle local childhood obesity

**By Angeline J. Taylor**  
DEMOCRAT STAFF WRITER

Florida A&M University has been awarded a grant of \$80,000 from Blue Cross Blue Shield of Florida foundation to help Tallahassee children fight obesity.

The grant was awarded by the insurance giant's Blue Foundation for a Healthy Florida. However, FAMU will act as a "team partner" with other agencies to find community-driven plans to decrease the occurrence of childhood obesity.

FAMU's Institute of Public Health professor and director, Cynthia M. Harris, said a few years ago "it was almost unheard of" to see children with heart disease

or Type 2 diabetes due to obesity. She said Type 2 diabetes used to be called "adult-onset diabetes," but no more.

That's why the grant was needed, Harris said.

"There are so many people doing work (on childhood obesity)," Harris said. "There needed to be a body to bring everybody together at the table."

"Childhood obesity's widespread threat to children, families, communities and the health-care system compels us to take action," Susan Towler, vice president of The Blue Foundation for a Healthy Florida, said by news release.

"Through Embrace a Healthy Florida, we hope

to work side-by-side with the Tallahassee Coalition to stop the epidemic before more of our children develop diabetes, heart disease and other obesity-related health problems."

Tallahassee is one of five Florida cities working with the foundation through this project.

Harris said toward the end of the year, the coalition of leaders will begin to accept applications for mini-grants.

People or groups eligible for the grants will have specific projects to curb obesity. Harris cited community gardens, adding walkways and enhancing physical activity as some of the projects that may be eligible for the small grants.





October 2010

## The Blue Foundation and Tampa YMCA: A Healthy Recipe for Success



David Pizzo, Market President for Blue Cross and Blue Shield of Florida (back right), presents an \$80,000 check to the Tampa YMCA to help the organization combat childhood obesity. Also pictured along the back row (from left to right): Tom Looby, Tampa YMCA President & CEO; Kathy Ward, Assistant Principal of Sulphur Springs Elementary School; and Titus O'Neill, WWE Professional Wrestler.

A recipe for making childhood obesity a thing of the past was unveiled last week to Sulphur Springs summer camp kids taking culinary cooking lessons at the Y. Main ingredients included the community leadership of the Tampa YMCA and \$80,000 grant support from The Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida. Throw in a dash of Chef Eric Youngs' cooking expertise and a pinch of wrestler Titus O'Neill's passion for proper nutrition and exercise, and you have all the makings of a healthy, well-balanced dish.

Obesity is a rising epidemic throughout the country, particularly in low-income communities where families have limited access to healthy foods. Frequently, overweight youth become overweight adults and must then deal with a variety of health issues...diabetes, heart disease, etc.. In partnership with The Blue Foundation, the Tampa YMCA is building on the successes of the YMCA Community Learning Center at Sulphur Springs to create an environment where children can flourish. With input from its Healthy Futures Task Group, the Y is developing an action plan to improve children's access to healthy food choices and physical activity with the aim to reduce childhood obesity. To learn more about this initiative, please contact Cheryl Pollock, at 813.224.9622.

[http://www.tampaymca.org/index.php?option=com\\_content&view=article&id=271:the-blue-foundation-and-tampa-ymca-a-healthy-recipe-for-success&catid=1:latest-news&Itemid=111](http://www.tampaymca.org/index.php?option=com_content&view=article&id=271:the-blue-foundation-and-tampa-ymca-a-healthy-recipe-for-success&catid=1:latest-news&Itemid=111)



Monday, October 04, 2010

## FAMU nets \$80,000 to fight childhood obesity



The FAMU Institute of Public Health (IPH) in FAMU's College of Pharmacy and Pharmaceutical Sciences (CoPPS) received an \$80,000 grant from Blue Cross and Blue Shield of Florida's (BCBSF) foundation, The Blue Foundation to build a multisectoral coalition in Leon County to address childhood obesity.

Childhood obesity is one of the top concerns of First Lady **Michelle Obama**. On February 9, 2010 she launched an initiative called "**Let's Move**," which aims to educate American families about the importance raising children with healthy eating habits and active lifestyles.

According to the Let's Move website, "One third of all children born in 2000 or later will suffer from diabetes at some point in their lives; many others will face chronic obesity-related health problems like heart disease, high blood pressure, cancer, and asthma."

Tallahassee is one of five Florida cities collaborating with The Blue Foundation through Embrace a Healthy Florida – The Blue Foundation's childhood obesity initiative.

"Childhood obesity's widespread threat to children, families, communities and the health care system compels us to take action," said **Susan Towler**, vice president, The Blue Foundation for a Healthy Florida. "Through Embrace a Healthy Florida, we hope to work side-by-side with the Tallahassee coalition to stop the epidemic before more of our children develop diabetes, heart disease and other obesity-related health problems."

These concerted efforts may help to parallel and promote similar endeavors in Jacksonville, Orlando, Tampa and Miami.

<http://rattlernation.blogspot.com/2010/10/famu-nets-80000-to-fight-childhood.html>



***US Fed News***  
**September 25, 2010 Saturday 8:11 PM EST**

## **FLORIDA A&M UNIVERSITY, FLORIDA FAMILY NETWORK TO FIGHT CHILD OBESITY IN TALLAHASSEE**

LENGTH: 663 words

TALLAHASSEE, Fla., Sept. 24 -- Florida A&M University, a component of the public university system in Florida, issued the following news release:

Florida A&M University's (FAMU) Institute of Public Health (IPH) in the College of Pharmacy and Pharmaceutical Sciences (CoPPS) received an \$80,000 grant from Blue Cross and Blue Shield of Florida's (BCBSF) foundation, The Blue Foundation for a Healthy Florida. According to IPH professor and director, Cynthia M. Harris, Ph.D., DABT, the project is designed to build a multisectoral coalition in Leon County to address childhood obesity.

Pharmacy professor and Interim Vice President for Research, K. Ken Redda, Ph.D., said, "We are excited that one of our productive principal investigators (PIs), Dr. Cynthia M. Harris, will be funded for the Healthy Children! Healthy Future! Healthy Tallahassee! Hope through Childhood Obesity Prevention Education (COPE) Coalition' Project. The FAMU Division of Research will provide the PI full support and cooperation in executing this grant, and assures the BCBSF foundation's confidence in its selecting FAMU as a good steward of this gift."

Pharmacy Dean Henry Lewis III, PharmD. said, "This is another significant collaboration between BCBSF and the College of Pharmacy and Pharmaceutical Sciences. The BCBSF Auditorium, funded by Blue Cross and Blue Shield, is located in the New Pharmacy Building and has provided the venue for thousands of students, faculty, staff and the community at large to receive education and health information provided by the numerous programs that have been hosted in the Auditorium."

IPH Director Harris is encouraged by the impact this award will bring to the community.

"We are very excited about this award and the wonderful collaboration of partners united to combat childhood obesity in Leon County," said Harris.

Tallahassee is one of five Florida cities collaborating with The Blue Foundation through Embrace a Healthy Florida - The Blue Foundation's childhood obesity initiative.

"Childhood obesity's widespread threat to children, families, communities and the health care system compels us to take action," said Susan Towler, vice president, The Blue Foundation for a Healthy Florida. "Through Embrace a Healthy Florida, we hope to work side-by-side with the Tallahassee coalition to stop the epidemic before more of our children develop diabetes, heart disease and other obesity-related health problems."

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The Blue Foundation for a Healthy Florida, Inc. is a separate, philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF) incorporated in the state of Florida. The Blue Foundation for a Healthy Florida, and its parent, BCBSF, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information on The Blue Foundation for a Healthy Florida, please visit [www.bluefoundationfl.com](http://www.bluefoundationfl.com).

Florida A&M University (FAMU) is one of the nation's largest, single-campus Historically Black Colleges and Universities (HBCUs), located in Tallahassee. FAMU is a premier research-intensive institution with research funding exceeding \$50 million. FAMU continues to seek and earn research awards from national funding powerhouses such as the National Institutes of Health, National Science Foundation, National Intelligence Community and the National Oceanic and Atmospheric Administration. FAMU was established on October 3, 1887, as a land-grant institution. Today, FAMU has an enrollment of more than 13,000 students who are matriculating in one of the 13 schools or colleges and one institute. FAMU is among the top producers of African-American educators, pharmacists and doctoral physicists in the nation. For any query with respect to this article or any other content requirement, please contact Editor at [htsyndication@hindustantimes.com](mailto:htsyndication@hindustantimes.com)





**September 24, 2010**

## **News Headlines**

### **FAMU and Florida Family Network to Fight Child Obesity in Tallahassee**

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<http://www.famu.edu/index.cfm?a=headlines&p=display&news=1899>



***WFSU-FM / NPR***  
**Tallahassee, FL**  
**September 21, 2010**

***Transcript total time: 0:58***

*Announcer:* The donation came in the form of an \$80,000 check from the Blue Foundation for a Healthy Florida where Susan Wildes is Assistant Director. She made the presentation Monday morning to Dr. Cynthia Harris who heads the FAMU Institute of Public Health

*Wildes:* So we identified you as to being the lead coordinating organization to bring together all the people in this room and the others who are not here to address childhood obesity in Tallahassee and Leon County.

*Announcer:* Harris says the money will help her institute do research into the problem. That in turn will bolster the efforts of a community coalition that she hopes will turn that research into results.

*Harris:* We know here in Tallahassee we have a problem, but with the work of all of us - this wonderful partnership - that problem should not be too long.

*Announcer:* The Blue Foundation plans to spark similar efforts in Jacksonville, Orlando, Tampa and Miami. For WFSU-FM, I am Tom Flanagan.

## BUSINESS BRIEFS

### ■ BIG BEND

**Grant enables FAMU to address childhood obesity:** Insurer Blue Cross and Blue Shield of Florida has awarded a grant of \$80,000 to Florida A&M University's Institute for Public Health to build a Leon County coalition that will address the problem of childhood obesity. According to Blue Cross' Blue Foundation for a Healthy Florida, the problem is increasing in the state, where 33.1 percent of children ages 10 to 17 are overweight or obese, compared to the national average of 30.6 percent. "To address this grave threat, The Blue Foundation for a Healthy Florida, through Embrace a Healthy Florida, is developing strong partnerships across Florida to combat obesity, promote wellness and save lives in our state," said Susan Towler, the foundation's vice president.

■ Democrat staff reports



***Tallahassee Democrat / Tallahassee..com***  
**September 21, 2010**

Published: September 21, 2010

**Business briefs**

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- Democrat staff reports

***Healthaffairs.org***  
**September 17, 2010**

[The Blue Foundation for a Healthy Florida](#), which is based in Jacksonville. Its [Embrace A Healthy Florida](#) program, which aims to prevent childhood obesity, had awarded some forty grants, as of the report's publication. The report mentions a couple of grantees, including the nonprofit Education Fund's Plant a Thousand Gardens Collaborative Nutrition Initiative, which "addresses the alarming rate of childhood obesity, diabetes and other harmful medical conditions due to poor nutritional choices." The initiative's aim is "to change eating patterns in elementary school children and their families" by using hands-on nutrition literacy, and to engage teachers and school leaders in collaborative research "that empowers them to become advocates" for nutritional literacy. Read about the initial results of the Plant a Thousand Gardens Initiative on page 15 of the report.

<http://healthaffairs.org/blog/2010/09/17/foundations'-use-of-social-media-what-your-local-blues-foundation-has-been-working-on>



August 18, 2010

# Fostering fresh habits

A task group promotes healthy eating in the Sulphur Springs community.

By KATHY STEELE  
ksteele@tampatrib.com

SULPHUR SPRINGS » A "body slam" was the snack of choice for about 20 elementary school students after listening to professional wrestler Titus O'Neill talk about healthy eating.

"You eat wrong, you'll get bigger and bigger and out of shape," said O'Neill. "All those dreams of being a professional athlete are not going to work."

Students made sandwiches by filling leaf lettuce with turkey, onion, tomatoes, kosher salt and pepper. It was part of their ongoing lessons on

healthy eating and the official kick-off for the Healthy Futures Task Group in Sulphur Springs.

The Tampa YMCA received a grant of about \$80,000 from the Blue Foundation for a Healthy Florida, which will help support the task force. The group plans to survey Sulphur Springs and develop an action plan to promote healthy eating in the community.

Mini-grants are awarded to programs that focus on nutrition and physical exercise. Programs might include community gardens or tennis camps for at-risk youth.

"The community determines what it needs," said Blue Foundation's assistant director, Susan Wildes. Sulphur Springs already had some pro-

grams under way that laid a foundation for the health initiative, she said.

The YMCA sponsored an 11-week summer program at Sulphur Springs Elementary School that included one hour each week on nutrition.

"It's a preventative," said chef Erik Youngs of Education Group 101, which taught nutrition and cooking classes for the students. "It's about making a change in the community not just here. If we change one person, we win."

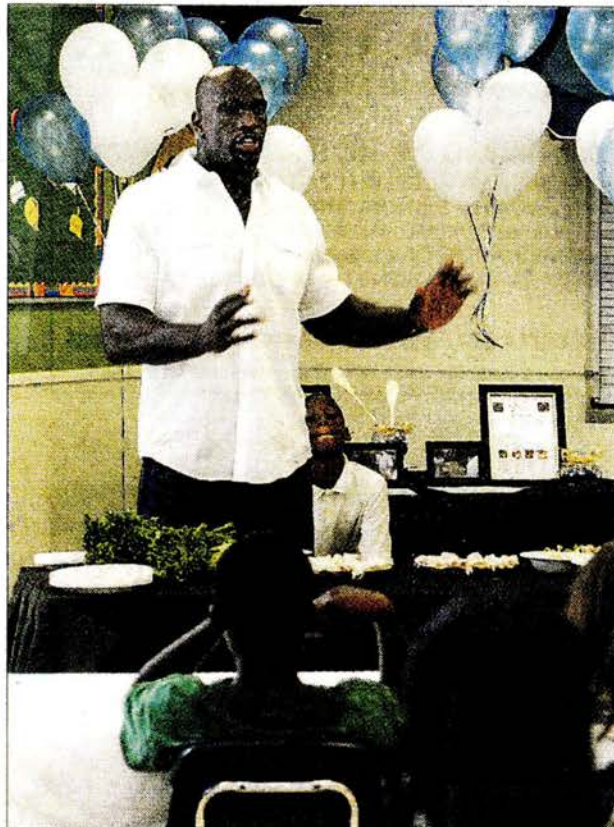
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snack."

Aaron Moore, a 15-year-old sophomore at Chamberlain High School, volunteered with the summer program's nutritional classes. The focus was on getting the students to eat fresh foods, he said, and not just "grab a bag of potato chips."

The Blue Foundation grant is part of a statewide initiative known as Embrace a Healthy Florida that seeks to address the problem of childhood obesity. Other task forces have formed in Jacksonville, Orlando, Tallahassee and Miami. A group in Pinellas County, not yet identified, will also receive a grant.

Reporter Kathy Steele can be reached at (813) 259-7652.



Staff photo by SCOTT ISKOWITZ  
Wrestler Titus O'Neill talks to students at Sulphur Springs Elementary School about making healthy choices.



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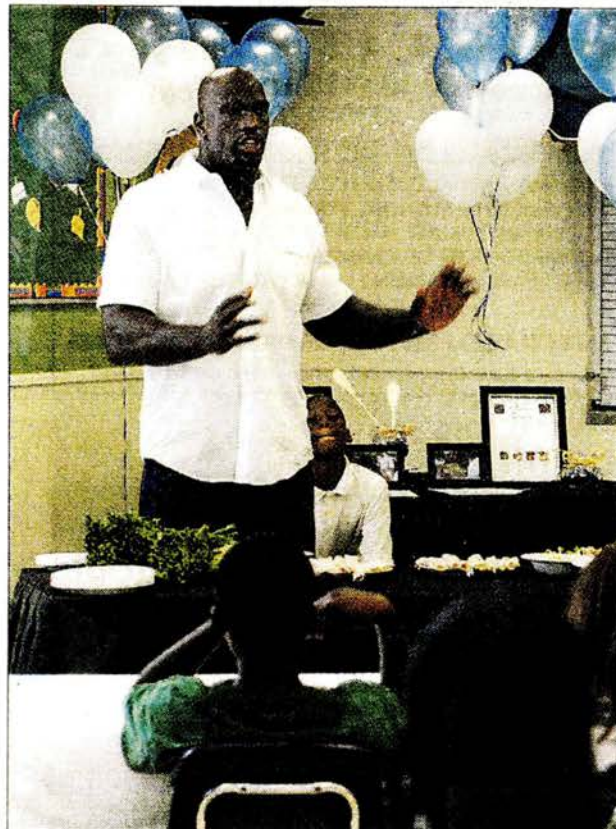
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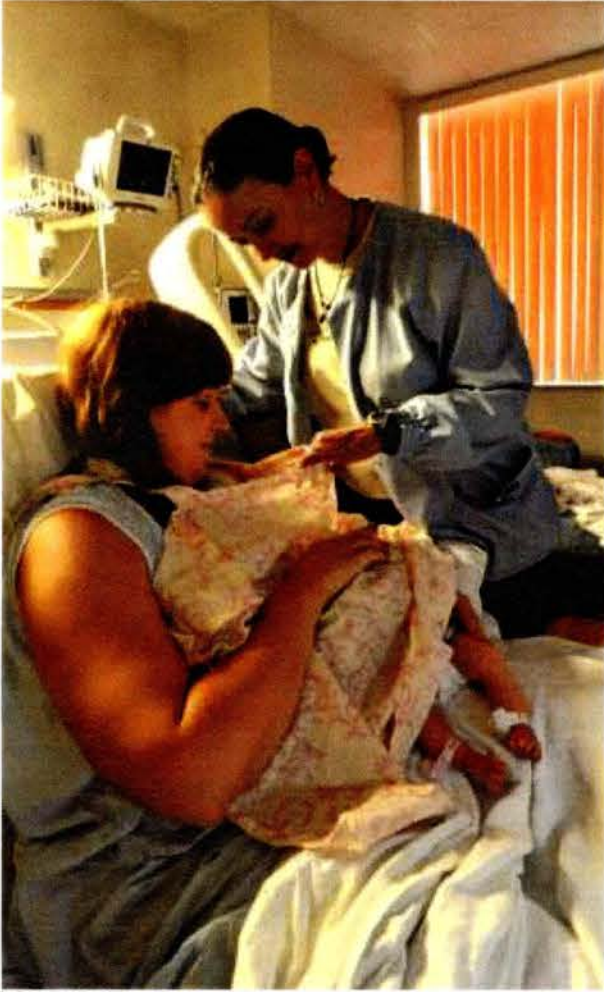
Staff photo by SCOTT ISKOWITZ  
Wrestler Titus O'Neill talks to students at Sulphur Springs Elementary School about making healthy choices.



August 7, 2010

## Jacksonville Naval Hospital seeks rank of 'Baby Friendly'

International initiative promotes breast-feeding as the healthiest option for newborns.



DON BURK/The Times-Union

Lactation consultant Rachel Nieves assists Catherine Oliver and her newborn daughter, Maikayla, at Jacksonville Naval Hospital, which is seeking the designation of Baby Friendly Hospital.

By Timothy J. Gibbons

Catherine Oliver snuggled Maikayla closer, waiting for her 12-hour-old daughter to wake up so she could breast-feed the little girl.

The feeding process is going a lot easier this time than it did with her two previous children, she said, in part because of the help provided by the staff at Jacksonville Naval Hospital.

"There's a lot more support and education here," said Oliver, the wife of a petty officer first class who works on P-3s.

This week, as advocates observe World Breastfeeding Week, the naval hospital waits for the final inspection it needs to become a Baby Friendly Hospital, a designation related to its support of breast-feeding.

The hospital would become the third facility in Florida to get the designation - after Cape Canaveral and Morton Plant in Clearwater - and the second naval hospital in the nation.

Baby Friendly is an initiative of UNICEF and the World Health Organization that recognizes hospitals that embrace a series of steps to encourage breast-feeding.

Medical facilities across the area are in some stage of seeking the Baby Friendly designation.

This area-wide pursuit began in the wake of an infant mortality study the Jacksonville Community Council Inc. conducted two years ago.

"For any one community to be working toward all of its hospitals aspiring toward this designation is significant," said Steve Rankin, program director for implementations for JCCI.

"It's much better for the baby and initiates long-term healthy responses in children and helps them as they grow into adults."

It's the first time such collaboration has been attempted, said Carol Brady, executive director of the Northeast Florida Healthy Start Coalition. Most cities just have one or two individual hospitals working toward the designation.

"For over a year, we have had representatives from every hospital in the region come around the table," she said. "Everyone has taken action."

The resultant group, the Northeast Florida Breast-Feeding Collaborative, has received funding from the Blue Foundation and the support of the Interchurch Coalition for Action-Reconciliation and Empowerment, a group of area churches known as ICARE.

"The lactation community is a small one. Many of us already knew each other," said Alisa Davis, a perinatal nurse educator who is overseeing the hospital's work toward the designation.

"ICARE helped bring in more administrators."

That's important because many of the 10 steps for the designation require support from the bean counters.

One of the big hurdles, for example, is the requirement that the facility no longer hands out formula given by manufacturers (who see the donation as a marketing tool).

Hospital administrators get spooked by estimates of how much formula they'll have to buy for mothers who aren't breast-feeding, but Davis said the hospital's experience shows it's much cheaper than expected.

"We don't even hear that as a worry anymore," she said.

Another big challenge is the need for every worker at the hospital - including custodians and housekeepers as well as doctors and nurses - to be trained in encouraging breast-feeding.

That's been a particular challenge for the naval facility, which sees a lot more turnover than many other hospitals. The hospital responded by buying an online training system that it now requires all personnel to go through when they get assigned there.

That education has paid off with Oliver, who said she's learned different ways to hold her daughter and advice on breast pumps.

The most important thing she learned though was more mental.

"You've got to keep at it and not get frustrated," she said. "If you get frustrated, your baby will get frustrated."

timothy.gibbons@jacksonville.com, (904) 359-4103

<http://jacksonville.com/news/metro/2010-08-07/story/naval-hospital-seeks-rank-baby-friendly>



# The Florida Times-Union

jacksonville.com

The Florida Times-Union

August 7, 2010

## Naval hospital seeks area's first designation as 'Baby Friendly'

### CAMPAIGN

International initiative promotes breast-feeding as the healthiest option for newborns.

By TIMOTHY J. GIBBONS  
The Times-Union

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HOSPITAL continues on A-10

A-10 JACKSONVILLE • SATURDAY, AUGUST 7, 2010 • ★

### Hospital

Continued from A-1

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CAROL BRADY  
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## SOUTH TAMPA NEWS&TRIBUNE

**August 18, 2010**

### **Fostering fresh habits**

By KATHY STEELE

ksteele@tampatrib.com

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Skittles candy is one of 11-year-old Edlenna Sheridan's favorite snacks. But at the summer program she learned to make a "hot dog" with a banana, peanut butter and strawberry jelly. "It was good," she said. "It was a healthy snack."

Aaron Moore, a 15-year-old sophomore at Chamberlain High School, volunteered with the summer program's nutritional classes. The focus was on getting the students to eat fresh foods, he said, and not just "grab a bag of potato chips."

The Blue Foundation grant is part of a statewide initiative known as Embrace a Healthy Florida that seeks to address the problem of childhood obesity. Other task forces have formed in Jacksonville, Orlando, Tallahassee and Miami. A group in Pinellas County, not yet identified, will also receive a grant.

<http://southtampa2.tbo.com/content/2010/aug/18/st-fostering-fresh-habits/>



The Healthy Jacksonville Childhood Obesity Prevention Coalition  
**August 3, 2010**

## **Childhood Obesity Prevention Coalition Meeting**

Good Afternoon!

This is a reminder about this month's Childhood Obesity Prevention Coalition Meeting

**Friday, August 20th**

**8:00AM - 9:30AM**

Nemours Children's Clinic - 10th Floor Auditorium

807 Childrens Way

Jacksonville, FL 32207

***\*Note - this is not the regularly scheduled 2nd Friday of the month***

The agenda is available [here](#). Also, if you haven't done so already, please visit our temporary [website](#) to RSVP.

We are particularly excited about this month's meeting because of the BRANDING EXERCISE with ruckus advertising +pr. As many of you know, ruckus is our social marketing partner through the grant from The Blue Foundation. Part of their services is to create a new brand and logo for us, and they need YOUR HELP to do it! The ruckus team will lead us all through a fun and useful exercise - so we really hope you can be a part!

See you in a few weeks,

The Healthy Jax Team



## *Aqua Magazine* August 2010

### Giving Back

#### Garden turns into United Way campaign

Finding the time to volunteer can sometimes be a daunting task, especially with a job that requires travel. But for Don Bradford, vice president of sales for Evosus, which sells business management software to pool and spa retailers, traveling more than 125 days a year doesn't keep him from giving back to a community in need.

Bradford recently established a community garden in the Springfield neighborhood in Jacksonville, Fla. Bradford transformed an old parking lot into a garden with the help of The Bridge of Northeast Florida and a grant from the Blue Foundation for a Healthy Florida.



"We love living in Springfield so much that I was looking for a way to give back to the community, and this opportunity presented itself," says Bradford.

Bradford learned about gardening from his father and grandfather and now spends as much time as possible with the kids from The Bridge passing on those lessons. He's also sharing his business knowledge by taking the kids and their crops to a local farmer's market.

"Maybe some of the children will find their way into the world of swimming pools and backyard landscaping someday," says Bradford. "Although the immediate goal of the project is to provide healthy food for children in an area where poverty and obesity are serious problems."

Bradford's dedication to his community and its children was noticed by the United Way, which featured him in a recent bus and billboard campaign in Jacksonville.

<http://aquamagazine.com/articles/article.aspx?articleid=1920&zoneid=38>

July 1, 2010

# Florida obesity rate hits 25 percent

July 1, 11:49 AM · Kevin Fritz - Orlando Environmental Health Examiner

Adult obesity rates increased in 28 states in the past year and declined only in the District of Columbia (D.C.). More troubling, the only state in the nation to be ranked having less than 20% of its population obese was Colorado at 19.2 percent. Florida ranked 36th in the country with an adult obesity rate of 25.1 percent.

According to *F as in Fat: How Obesity Threatens America's Future 2010*, a report released yesterday by the Trust for America's Health and the Robert Wood Johnson Foundation (RWJF), 19 years ago no state had an obesity rate above 20 percent.

Risa Lavizzo-Mourey, M.D., M.B.A., RWJF president and CEO, says there needs to be a continued community effort to reverse this blight.

"It is an epidemic," agrees Dr. Lloyd Werk, a pediatrician for 20 years and recruited by Nemours to come to Orlando ten years ago. He says Nemours believes the answer to curbing obesity starts with children and helps promote healthy eating and physical activity in local Orlando communities through organizations such as ROCK (Reduce Obesity in Central Florida Kids), and Sesame Street's Healthy Habits for Life. He notes the likelihood of obesity climbs with age, and commonly, obese children become obese adults.

Nemours and ROCK have both become involved with Get Active Orlando (GAO), the active living advisory volunteer committee to the Mayor of Orlando, which is working on an array of programs to fight childhood obesity. A grant from the Blue Foundation allows GAO's program leader, Audrey Alexander, to coordinate programs specifically in the Parramore area of Downtown Orlando, ranging from Double-Dutch and Hula Hoop classes to teaching cooking and gardening in order to promote healthy eating habits.

And it's not just the issue of being overweight; it's the unprecedented health consequences. Dr. Werk is seeing significant health problems in children that were once only found in adults, namely Type 2 Diabetes, heart problems, and sleep apnea. The kicker is, obese children are also being diagnosed with disorders not found in adults, such as bowing of the legs from carrying excess weight.

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Kevin Fritz is an Examiner from Orlando. You can see Kevin's articles at:  
["http://www.Examiner.com/x-55464-Orlando-Environmental-Health-Examiner"](http://www.Examiner.com/x-55464-Orlando-Environmental-Health-Examiner)

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500 pounds is too much for anyone



Summary			
From: 2/17/2011 -			
To: 4/1/2011			
Program: Blue Foundation Name Change		Number of Clips	Audience
		252	39,073,539
Media outlet		Audience	Market Region
Florida Philanthropic Network fpnetwork.org 2/2011		N/A	Statewide
PR Newswire 2/17/11		N/A	National
Yahoo! Finance 2/17/11		24,633,800	National
MiamiHerald.com 2/17/11		1,403,770	Southern
NewsBlaze.com 2/17/11		5,000	National
pharmiweb.com 2/17/11		N/A	National
TheStreet.com 2/17/11		N/A	National
BuyStockPicks.net 2/17/11		N/A	National
South Florida Business Journal 2/18/11		8,643	Southern
AHIPWIRE.org		N/A	National
AHIP Wellness Smartbrief.com 2/18/11		N/A	National
moviemazaa.com 2/18/11		N/A	National
congoo.com 2/18/11		N/A	National
WorldNews wn.com 2/21/11		N/A	National
Rock Hill Herald Online 2/17/11		N/A	Rock Hill, SC
Topix.com 2/21/11		N/A	National
WBBT-TV nbc12.com 2/17/11		N/A	Richmond, VA
Financial News & Daily Record 2/21/11		5,000	Northeast
lenoir-realestate.com 2/23/11		N/A	Northeast
bizjournals.com/jacksonville 2/18/2011		7,836	Northeast
JacksonvilleBusinessJournal.com 2/25-3/2/11		4,827	Northeast
Jacksonville Business Journal 3/3/11		7,836	Northeast
Florida Philanthropic Network fpnetwork.org 3/2011			Statewide
South Florida Hospital News 3/2011		N/A	Southern
GIH Bulletin 3/21/2011		N/A	National
JacksonvilleBusinessJournal.com 4/1/2011		4,827	Northeast
<b>The Name Change news release dated 2/17/11 appeared on the following websites</b>			
<a href="#">AlipesNews</a>			
<a href="#">AlphaTrade Finance</a>		12,000	
<a href="#">AOL DailyFinance</a>		718,000	
<a href="#">Ask the Experts</a>			
<a href="#">Association of Energy Engineers</a>			
<a href="#">Asturi.as</a>			
<a href="#">Atlanta Business Chronicle</a>		234,000	
<a href="#">Austin Business Journal</a>		234,000	
<a href="#">Baltimore Business Journal</a>		234,000	

<a href="#">BioPortfolio</a>		5,000	
<a href="#">Birmingham Business Journal</a>		234,000	
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<a href="#">Business Journal of Phoenix</a>		234,000	
<a href="#">Business Journal of the Greater Triad Area</a>		234,000	
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<a href="#">Dallas Business Journal</a>		234,000	
<a href="#">DallasNews.com</a>			
<a href="#">Dayton Business Journal</a>		234,000	
<a href="#">Denton Record-Chronicle</a>			
<a href="#">Denver Business Journal</a>			
<a href="#">Digital Journal</a>		8,000	
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<a href="#">EuroInvestor (UK)</a>			
<a href="#">Euroinvestor Sweden</a>			
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<a href="#">GlobeSt.com</a>			
<a href="#">HealthScout</a>			
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<a href="#">Insurance Industry Today</a>		6,000	
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<a href="#">KCBD NBC-11 (Lubbock, TX)</a>		10,000	
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<a href="#"><u>WXTX-TV FOX-54 (Columbus, GA)</u></a>			
<a href="#"><u>WXVT-TV CBS-15 (Greenville, MS)</u></a>			



# Jacksonville Business Journal

## April 1, 2011

Blue Cross foundation gets new name and mission | Jacksonville Business Journal - Windows Internet Explorer provided by BlueCro

http://www.bizjournals.com/jacksonville/news/2011/02/16/blue-cross-foundation-gets-new-name.html#

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## Blue Cross foundation gets new name and mission

Jacksonville Business Journal | Jacksonville Business Journal  
Dana F. Pridemore - February 16, 2011, 12:14 PM EST

Related Health Care

**Blue Cross and Blue Shield of Florida Inc.** is changing the name of its foundation and focusing on a new mission.

The Blue Foundation for a Healthy Florida based in Jacksonville, will now be known as the Blue Cross and Blue Shield of Florida Foundation.

The statewide foundation was created 10 years ago to help the growing number of Floridians who were uninsured or had limited access to health care due to economic circumstances, availability of providers or cultural/language barriers.

However, in those 10 years, the foundation evolved and its mission is expanding to meet the changing needs of Floridians, the organization said in a news release.

Its new mission is to improve the health and well-being of Floridians and their communities.

As a result, it will focus on five areas:

- Improving access to health care
- Improving consumer health
- Improving the quality and safety of patient care
- Improving quality of life
- Improving the health care system

In its first 10 years, the foundation has helped than 1 million Floridians through 280 grants and awards totaling more than \$17 million.

Blue Cross and Blue Shield of Florida, based in Jacksonville, is the fourth biggest private-sector employer in the area, with 6,000 employees.

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# BULLETIN

MARCH 21, 2011

## OTHER NEWS

- **Blue Cross and Blue Shield of Florida** (Jacksonville) announced that the **Blue Foundation for a Healthy Florida** has changed its name to **Blue Cross and Blue Shield of Florida Foundation**. In addition to changing its name, the foundation is expanding its mission to improve the health and well-being of Floridians and their communities. The foundation will endeavor to accomplish its new mission by directing its philanthropy in five focus areas: improving access to health care, improving consumer health, improving the quality and safety of patient care, improving quality of life, and improving the health care system. In its first 10 years, the foundation has awarded \$17 million through 280 grants, benefitting residents of Florida's 67 counties. For more information, visit [www.bluefoundationfl.com](http://www.bluefoundationfl.com). Contact: Mark Wright, 904.905.6935, [mark.wright@bcbsfl.com](mailto:mark.wright@bcbsfl.com).



**March 2011**

## **The Blue Foundation for a Healthy Florida Now Known as Blue Cross and Blue Shield of Florida Foundation**

As Blue Cross and Blue Shield of Florida (BCBSF) celebrates 10 years of enhancing the health and well-being of all Floridians through its foundation, the company is changing the name and expanding the mission of its philanthropy. The Blue Foundation for a Healthy Florida is now known as the Blue Cross and Blue Shield of Florida Foundation (BCBSF Foundation).

Founded in 2001, the BCBSF Foundation was formed to assist the growing number of Floridians who were uninsured or had limited access to appropriate, quality health care due to economic circumstances, availability of providers or cultural/language barriers. During the past decade, the BCBSF Foundation has evolved and its mission is expanding to meet the changing needs of Floridians.

March 2011



## Network News

*A monthly e-newsletter for people interested in Florida philanthropy*

### Headlines



#### "Gulf Coast Gives" Lets Anyone Be a Philanthropist

Gulf Coast Community Foundation of Venice has launched a new online giving site - "Gulf Coast Gives" - that connects the needs of local charities with people in the community who want to help. Visitors can shop online for charity projects and buy nonprofits exactly what they need - clay for children's art classes, scholarships for Little Leaguers, food for struggling families and much more.



#### Blue Cross Blue Shield of Florida Unveils New Name, New Mission For Its Foundation

As Blue Cross and Blue Shield of Florida celebrates 10 years of enhancing the health and well-being of all Floridians through its foundation, the company is changing the name and expanding the mission of its philanthropy. The Blue Foundation for a Healthy Florida is now known as the Blue Cross and Blue Shield of Florida Foundation. The foundation's new mission is to improve the health and well-being of Floridians and their communities, which it will accomplish in five focus areas.

<http://archive.constantcontact.com/fs080/1102010840282/archive/1104761620146.html>



# Business JACKSONVILLE Journal

March 3, 2011

## **Blue Cross foundation gets new name**

FEB. 18 — Blue Cross and Blue Shield of Florida Inc. is changing the name of its foundation and focusing on a new mission. The Blue Foundation for a Healthy

Florida, based in Jacksonville, will now be known as the Blue Cross and Blue Shield of Florida Foundation. Its new mission is to improve the health and well-being of Floridians and their communities.

## ***Jacksonville Business Journal***

**February 25 – March 3, 2011**

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FEB. 18 — Blue Cross and Blue Shield of Florida Inc. is changing the name of its foundation and focusing on a new mission. The Blue Foundation for a Healthy Florida, based in Jacksonville, will now be known as the Blue Cross and Blue Shield of Florida Foundation. Its new mission is to improve the health and well-being of Floridians and their communities.



***Jacksonville Business Journal***  
***- by South Florida Business Journal***  
**February 18, 2011**

<http://www.bizjournals.com/jacksonville/news/2011/02/18/blue-cross-foundation-gets-new-name.html>

## **Blue Cross foundation gets new name and mission**

**Blue Cross and Blue Shield of Florida Inc.** is changing the name of its foundation and focusing on a new mission.

**The Blue Foundation for a Healthy Florida**, based in Jacksonville, will now be known as the Blue Cross and Blue Shield of Florida Foundation.

The statewide foundation was created 10 years ago to help the growing number of Floridians who were uninsured or had limited access to health care due to economic circumstances, availability of providers or cultural/language barriers.

However, in those 10 years, the foundation evolved and its mission is expanding to meet the changing needs of Floridians, the organization said in a news release.

Its new mission is to improve the health and well-being of Floridians and their communities.

As a result, it will focus on five areas:

- Improving access to health care
- Improving consumer health
- Improving the quality and safety of patient care
- Improving quality of life
- Improving the health care system

In its first 10 years, the foundation has helped than 1 million Floridians through 280 grants and awards totaling more than \$17 million.

Blue Cross and Blue Shield of Florida, based in Jacksonville, is the fourth biggest private-sector employer in the area, with 6,000 employees.



February 17, 2011

# The Blue Foundation for a Healthy Florida now known as Blue Cross and Blue Shield of Florida Foundation

## Name change better connects company with its philanthropy

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(Logo: <http://www.newscom.com/cgi-bin/prnh/20050112/NEW019LOGO> )

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The Foundation also unveiled a new logo that features the Blue Cross and Blue Shield iconic symbols tagged with the word foundation.

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SOURCE Blue Cross and Blue Shield of Florida Foundation

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**February 17, 2011**

## **The Blue Foundation for a Healthy Florida now known as Blue Cross and Blue Shield of Florida Foundation**

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BY BLUE CROSS AND BLUE SHIELD OF FLORIDA FOUNDATION

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Blue Cross and Blue Shield of Florida and the BCBSF Foundation are on [Facebook](#) and [Twitter](#).

SOURCE Blue Cross and Blue Shield of Florida Foundation

**<http://finance.yahoo.com/news/The-Blue-Foundation-for-a-prnews-1902895180.html?x=0>**

## Insurance



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SOURCE Blue Cross and Blue Shield of Florida Foundation

Read more: <http://www.miamiherald.com/2011/02/17/2071832/the-blue-foundation-for-a-healthy.html#ixzz1EhU8equu>



**NewsBlaze.com**  
**February 17, 2011**

**The Blue Foundation for a Healthy Florida now known as Blue Cross and Blue Shield of Florida Foundation**

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SOURCE Blue Cross and Blue Shield of Florida Foundation

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February 17, 2011

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SOURCE Blue Cross and Blue Shield of Florida Foundation

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*TheStreet.com*  
February 17, 2011

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SOURCE Blue Cross and Blue Shield of Florida Foundation

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SOURCE Blue Cross and Blue Shield of Florida Foundation

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## **Blue Cross foundation gets new name and mission**

Date: Friday, February 18, 2011, 9:08am EST

### Health Care

**Blue Cross and Blue Shield of Florida** is changing the name of its foundation and focusing on a new mission.

The Blue Foundation for a Healthy Florida will now be known as the Blue Cross and Blue Shield of Florida Foundation.

The statewide foundation was created 10 years ago to help the growing number of Floridians who were uninsured or had limited access to health care due to economic circumstances, availability of providers or cultural/language barriers.

However, in those 10 years, the foundation evolved and its mission is expanding to meet the changing needs of Floridians, the organization said in a news release.

Its new mission is to improve the health and well-being of Floridians and their communities.

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February 18, 2011

## The Blue Foundation for a Healthy Florida now known as Blue Cross and Blue Shield of Florida Foundation

| 02/18

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By *editor* - Posted on **18 February 2011**

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<http://www.moviemazaa.com/node/671582>





**February 18, 2011**

## **The Blue Foundation for a Healthy Florida now known as Blue Cross and Blue Shield**



Ahip Hi-Wire | February 18, 2011

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Blue Cross and Blue Shield of Florida Foundation Click here to read the complete story. < Previous Page  
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**<http://www.congooo.com/news/2011February17/Blue-Foundation-Healthy-Florida-known>**

# WORLDnews

21 February 21, 2011

PR Newswire2011-02-17

## **The Blue Foundation for a Healthy Florida now known as Blue Cross and Blue Shield of Florida Foundation**

Name change better connects company with its philanthropy

*[http://article.wn.com/view/2011/02/17/The\\_Blue\\_Foundation\\_for\\_a\\_Healthy\\_Florida\\_now\\_known\\_as\\_Blue\\_/](http://article.wn.com/view/2011/02/17/The_Blue_Foundation_for_a_Healthy_Florida_now_known_as_Blue_/)*



# Rock Hill Herald Online

Rock Hill, SC

February 17, 2011

Published: Thursday, Feb. 17, 2011 / Updated: Thursday, Feb. 17, 2011 12:12 PM

## The Blue Foundation for a Healthy Florida now known as Blue Cross and Blue Shield of Florida Foundation

Name change better connects company with its philanthropy

Blue Cross and Blue Shield of Florida Foundation

JACKSONVILLE, Fla., Feb. 17, 2011 --

/PRNewswire/ -- As Blue Cross and Blue Shield of Florida (BCBSF) celebrates 10 years of enhancing the health and well-being of all Floridians through its foundation, the company is changing the name and expanding the mission of its philanthropy. The Blue Foundation for a Healthy Florida is now known as the Blue Cross and Blue Shield of Florida Foundation (BCBSF Foundation).

(Logo: <http://www.newscom.com/cgi-bin/prnh/20050112/NEW019LOGO> )

Founded in 2001, the BCBSF Foundation – the only statewide health care philanthropy based in Florida and serving Floridians – was formed to assist the growing number of Floridians who were uninsured or had limited access to appropriate, quality health care due to economic circumstances, availability of providers or cultural/language barriers. During the past decade, the BCBSF Foundation has evolved and its mission is expanding to meet the changing needs of Floridians.

**The BCBSF Foundation's new mission is to improve the health and well-being of Floridians and their communities.** It will accomplish this by directing its philanthropy in five focus areas:

Improving access to health care

Improving consumer health

Improving the quality and safety of patient care

Improving quality of life

Improving the health care system.

The Foundation also unveiled a new logo that features the Blue Cross and Blue Shield iconic symbols tagged with the word foundation.

In its first 10 years, the BCBSF Foundation has touched the lives of more than one million people within all 67 Florida counties through 280 grants and awards totaling more than \$17 million. BCBSF Foundation's support has also increased the visibility of the nonprofits receiving grants and awards, opening doors for other funding and partnership opportunities.

The Blue Cross and Blue Shield of Florida Foundation is a separate, philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF) incorporated in the state of Florida. The Blue Cross and Blue Shield of Florida Foundation, and its parent, BCBSF, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information on the foundation, please visit its website at [www.bluefoundationfl.com](http://www.bluefoundationfl.com).

Blue Cross and Blue Shield of Florida and the BCBSF Foundation are on [Facebook](#) and [Twitter](#).

SOURCE Blue Cross and Blue Shield of Florida Foundation

Read more: [http://www.heraldonline.com/2011/02/17/2844364\\_the-blue-foundation-for-a-healthy.html#ixzzIEbLGfWKH](http://www.heraldonline.com/2011/02/17/2844364_the-blue-foundation-for-a-healthy.html#ixzzIEbLGfWKH)

*Topix.com*  
February 21, 2011

## **Blue Cross foundation gets new name and mission**

**Full story:** [Jacksonville Business Journal](#)

Blue Cross and Blue Shield of Florida Inc. is changing the name of its foundation and focusing on a new mission.

<http://www.topix.com/state/fl/2011/02/blue-cross-foundation-gets-new-name-and-mission>





**WBBT-TV, Richmond, VA**

**February 17, 2011**

## **The Blue Foundation for a Healthy Florida now known as Blue Cross and Blue Shield of Florida Foundation**

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SOURCE Blue Cross and Blue Shield of Florida Foundation

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[www.bluefoundationfl.com](http://www.bluefoundationfl.com).

Blue Cross and Blue Shield of Florida and the BCBSF Foundation are on [Facebook](#) and [Twitter](#).

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<http://www.nbc12.com/Global/story.asp?S=14050170>

*lenoir-realestate.com*

February 23, 2011

**The Blue Foundation for a Healthy Florida  
now known as Blue Cross and Blue Shield  
of Florida Foundation - Miami Herald**

2/23/2011 - JACKSONVILLE, Fla., Feb. 17, 2011 -- /PRNewswire/ -- As Blue Cross and Blue Shield of Florida (BCBSF) celebrates 10 years of enhancing the health and well-being of all Floridians through its foundation, the company is changing the name and expanding the ...

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[http://www.lenoir-realestate.com/news/2011/feb/23/The\\_Blue\\_Foundation\\_for\\_a\\_Healthy\\_Florida\\_now\\_known\\_as\\_Blue\\_Cross\\_and\\_Blue\\_Shield\\_of\\_Florida\\_Foundation\\_-\\_Miami\\_Herald/UT2XXXT9PWDM8S](http://www.lenoir-realestate.com/news/2011/feb/23/The_Blue_Foundation_for_a_Healthy_Florida_now_known_as_Blue_Cross_and_Blue_Shield_of_Florida_Foundation_-_Miami_Herald/UT2XXXT9PWDM8S)





February 2011



**FPN**  
**philanthropy**

Helios Education Foundation announces \$1 million gift to Teach For America Miami: <http://is.gd/RETJPX>  
20 hours ago · reply

The Blue Foundation for a Healthy Florida now known as Blue Cross and Blue Shield of Florida Foundation  
<http://bit.ly/frMACK>  
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<http://www.fpnetwork.org/>

Summary			
From: October 2010			
To: March 2011			
Program: Sapphire Award	Number of Clips	Audience	
	298	43,714,094	
Media outlet	Topic	Audience	Market Region
Shands Healthcare Newsroom 10/8/2010	Jessica & Shannon Marrero	N/A	Northeast
The Brown Daily Herald 10/27/10	Jessica & Shannon Marrero	4,000	Rhode Island
Stuart News 11/24/10	Tykes and Teens	44,000	Southern
You Tube 12/10	Honoree: Sulzbacher Center	N/A	National
You Tube 12/10	Honoree: Children's Volunteer Health Network	N/A	National
You Tube 12/10	Honoree: Hispanic Health Initiatives	N/A	National
You Tube 12/10	Honoree: The Education Fund	N/A	National
You Tube 12/10	Honoree: Capital Medical Society	N/A	National
PR Newswire 1/19/11	Sapphire Awards Symposium announcement	N/A	National
Yahoo! Finance 1/19/11	Sapphire Awards Symposium announcement	24,633,800	National
SYS-CON Media 1/19/11	Sapphire Awards Symposium announcement	89,364	National
InsuranceNewsNet.com 1/19/11	Sapphire Awards Symposium announcement	N/A	National
SunHerald.com 1/19/11	Sapphire Awards Symposium announcement	144,386	Northwest
ValleyNewsLive.com KVLV/KXJB 1/19/11	Sapphire Awards Symposium announcement	N/A	Fargo/Grand Forks
Wakulla News 1/19/11	Sapphire Awards Symposium announcement	5,500	Northwest
pulse.alacra.com 1/19/11	Towler Sapphire Awards Quote	N/A	National
Financial News & Daily Record 1/20/11	Sapphire Awards Symposium announcement	5,000	Northeast
VegetablesNice.com	Children's Volunteer Health Network	N/A	National
IEXPO2010.com 1/21/11	The Education Fund	N/A	National
OrlandoSentinel.com 1/31/11	Hebni Nutrition among finalists	1,522,740	Central
byket.biz 2/3/11	Sapphire Awards Symposium announcement	N/A	National
Clubindustryvotes.org 2/1/11	Hebni Nutrition among finalists	N/A	National
Orlando Sentinel	Sapphire Awards Tickets available	172,271	Central
Vital Signs / Orlando Sentinel Blog 2/9/11	Sapphire Awards Tickets available	N/A	Central
Daily Find BCBSF 2/10/11	Sapphire Awards Tickets available	6,000	Statewide
nwfdailynews.com 2/12/11	Okaloosa AIDS Support & Informational Services - Sapphire Nominee	35,775	Northwest
SayfieReview.com 2/18/11	Sapphire Awards Honors Top Non-Profits	N/A	National
PR Newswire 2/17/11	Sapphire Awards Honors Top Non-Profits	N/A	National
Yahoo! Finance 2/18/11	Sapphire Awards Honors Top Non-Profits	24,633,800	National
MiamiHerald.com 2/18/2011	Sapphire Awards Honors Top Non-Profits	1,403,770	Southern
klfy.com KLFY-TV 10 2/18/11	Sapphire Awards Honors Top Non-Profits	N/A	Lafayette, LA
NewsChannel5.com WTVF-TV 2/18/11	Sapphire Awards Honors Top Non-Profits	N/A	Nashville, TN
Kotatv.com KOTA-TV 2/18/11	Sapphire Awards Honors Top Non-Profits	N/A	Rapid City, SD
myfoxa.com WBRD-TV 2/18	Sapphire Awards Honors Top Non-Profits	N/A	Birmingham, AL
ValleyNewsLive.com KVLV/KXJB 2/18/11	Sapphire Awards Honors Top Non-Profits	N/A	Fargo/Grand Forks
Medicare News 2/18/11	Sapphire Awards Honors Top Non-Profits	N/A	National
RedOrbit.com 2/18/11	Sapphire Awards Honors Top Non-Profits	N/A	National
The Medical News news-medical.net 2/19/11	Sapphire Awards Honors Top Non-Profits	N/A	National
TheStreet.com 2/18/11	Sapphire Awards Honors Top Non-Profits	N/A	National
iStockAnalyst.com 2/18/11	Sapphire Awards Honors Top Non-Profits	N/A	National
SYS-CON Media 2/18/11	Sapphire Awards Honors Top Non-Profits	89,364	National
breitbart.com 2/18/11	Sapphire Awards Honors Top Non-Profits	N/A	National
Earth Times 2/18/11	Sapphire Awards Honors Top Non-Profits	N/A	National
BNET 2/18/11	Sapphire Awards Honors Top Non-Profits	N/A	National
news.webindia123.com 2/18/11	Sapphire Awards Honors Top Non-Profits	N/A	National
paper.li 2/18/11	Sapphire Awards Honors Top Non-Profits	N/A	National



twitter.com 2/18/11	Sapphire Awards Tweets	N/A	National
Northwest Florida Daily News 2/19/11	OASIS - Award Recipient	35,775	Northwest
Financial News & Daily Record 2/21/11	DLC Nurse & Learn-Award Recipient	5,000	Northeast
jaxdailyrecord.com 2/21/11	DLC Nurse & Learn-Award Recipient	9,627	Northeast
OrlandoSentinel.com 2/22/11	Hebni- Award Recipient	1,568,750	Central
florida.usta.com 2/23/11	Hebni- Award Recipient	N/A	Statewide
Donors Forum of South Florida 2/24/11	Sapphire Award Winner	N/A	Statewide
News & Views 2/25/11	Sapphire Award Honorees	6,000	Statewide
News & Views 2/25/11	Employee comments	6,000	Statewide
Orlando Business Journal 3/11	Hebni-Award Recipient	9,394	Central
Youtube 3/1/11	BCBSFF celebrates 10 years	N/A	National
BCBS Articles 3/16	Capital Medical Society Foundation - honoree	N/A	Statewide
Orlando Business Journal 3/17	Hebni-Award Recipient	9,394	Central

#### ONLINE CALENDARS

WESH.com	Calendar of Events Listing	339,568	Central
TheLedger.com	Calendar of Events Listing	226,232	Central
ZVents.com	Calendar of Events Listing	N/A	Central
WUSF.edu	Calendar of Events Listing	16,158	Central
WEJZ/WGNE/WMUV/WSOS	Calendar of Events Listing	N/A	Northeast
WFTV.com	Calendar of Events Listing	427,043	Central
FirstCoastNews.com	Calendar of Events Listing	218,597	Northeast
NewsChief.com	Calendar of Events Listing	46,435	Central
TBOExtra.com	Calendar of Events Listing	N/A	West Coast
HeraldTribune	Calendar of Events Listing	235,398	West Coast
Gainesville.com	Calendar of Events Listing	200,750	Northeast
Jacksonville.com	Calendar of Events Listing	208,002	Northeast
Bradenton.com	Calendar of Events Listing	30,801	West Coast
Eventful.com	Calendar of Events Listing	N/A	Statewide

***The Release dated 2/18/11 entitled 2010 Sapphire Award Honors Top Nonprofits for Improving Floridians' Health appeared on the following websites***

<a href="#">AlphaTrade Finance</a>	12,000	
<a href="#">AOL DailyFinance</a>	718,000	
<a href="#">Ask the Experts</a>		
<a href="#">Association of Energy Engineers</a>		
<a href="#">Asturi.as</a>		
<a href="#">Atlanta Business Chronicle</a>	234,000	
<a href="#">Austin Business Journal</a>	234,000	
<a href="#">Baltimore Business Journal</a>	234,000	
<a href="#">BioPortfolio</a>	5,000	
<a href="#">Birmingham Business Journal</a>	234,000	
<a href="#">Bolsamania (Web Financial Group)</a>		
<a href="#">Boston Business Journal</a>	234,000	
<a href="#">Bredenton Herald (Bradenton, FL)</a>	22,000	
<a href="#">Breitbart.com</a>	198,000	
<a href="#">Business First of Buffalo</a>	234,000	
<a href="#">Business First of Columbus</a>	234,000	
<a href="#">Business First of Louisville</a>	234,000	
<a href="#">Business Journal of Greater Milwaukee</a>	234,000	

<a href="#">Business Journal of Phoenix</a>	234,000	
<a href="#">Business Journal of the Greater Triad Area</a>	234,000	
<a href="#">Business Review (Albany)</a>	234,000	
<a href="#">Capacity Coverage of New Jersey</a>		
<a href="#">Charlotte Business Journal</a>	234,000	
<a href="#">Cincinnati Business Courier</a>	234,000	
<a href="#">Costbasis.com</a>		
<a href="#">CSRwire</a>		
<a href="#">Dallas Business Journal</a>	234,000	
<a href="#">Dayton Business Journal</a>	234,000	
<a href="#">Denton Record-Chronicle</a>		
<a href="#">Denver Business Journal</a>		
<a href="#">Digital Journal</a>	8,000	
<a href="#">East Bay Business Times</a>	234,000	
<a href="#">Education Technology News @TMCnet</a>	13,000	
<a href="#">EnergyVortex.com</a>		
<a href="#">EuroInvestor (UK)</a>		
<a href="#">Euroinvestor Sweden</a>		
<a href="#">FinRoad</a>		
<a href="#">Foreclosures Evictions and You</a>		
<a href="#">GlobeSt.com</a>		
<a href="#">Healthcare Industry Today</a>	6,000	
<a href="#">Heathscout</a>		
<a href="#">Houston Business Journal</a>	234,000	
<a href="#">Insurance Industry Today</a>	6,000	
<a href="#">Interest!ALERT</a>		
<a href="#">Jacksonville Business Journal</a>	234,000	
<a href="#">KAIT ABC-8 (Jonesboro, AR)</a>	14,000	
<a href="#">KALB-TV CBS-2 / NBC-5 (Alexandria, LA)</a>	3,000	
<a href="#">Kansas City Business Journal</a>	234,000	
<a href="#">KATV-TV ABC-7 (Little Rock, AR)</a>	14,000	
<a href="#">KAUZ-TV CBS-6 (Wichita Falls, TX)</a>		
<a href="#">KAZT IND-7 (Phoenix/Prescott, AZ)</a>		
<a href="#">KBMT-TV ABC-12 (Beaumont, TX)</a>		
<a href="#">KCAU ABC-9 (Sioux City, IA)</a>		
<a href="#">KCBA-TV FOX-35 (Salinas, CA)</a>		
<a href="#">KCBD NBC-11 (Lubbock, TX)</a>	10,000	
<a href="#">KCEN-TV NBC-9 (Temple, TX)</a>		
<a href="#">KCOY CBS-12 (Santa Maria, CA)</a>		
<a href="#">KDUH-TV ABC-3 (Scottsbluff, NE)</a>		
<a href="#">KFDA CBS-10 (Amarillo, TX)</a>	3,000	
<a href="#">KFJX-TV FOX-14 (Pittsburg, KS)</a>		
<a href="#">KFMB 100.7 Jack-FM (San Diego, CA)</a>		
<a href="#">KFMB 760-AM (San Diego, CA)</a>		
<a href="#">KFMB-TV CBS-8 (San Diego, CA)</a>	26,000	
<a href="#">KFRE-TV CW-59 (Fresno, CA)</a>		
<a href="#">KFVE MyNetworkTV-5 (Honolulu, HI)</a>		



<a href="#"><u>KFVS CBS-12 (Cape Girardeau, MO)</u></a>		22,000	
<a href="#"><u>KGUN ABC-9 (Tucson, AZ)</u></a>		12,000	
<a href="#"><u>KHNL-TV NBC-8 (Honolulu, HI)</u></a>		9,000	
<a href="#"><u>KION CBS-46 (Salinas, CA)</u></a>		1,000	
<a href="#"><u>KIVI-TV ABC-6 (Boise, ID)</u></a>			
<a href="#"><u>KKFX FOX-11 (Santa Maria, CA)</u></a>			
<a href="#"><u>KLKN ABC-8 (Lincoln, NE)</u></a>			
<a href="#"><u>KLTV ABC-7 (Tyler, TX)</u></a>		16,000	
<a href="#"><u>KMEG-TV CBS-14 (Sioux City, IA)</u></a>			
<a href="#"><u>KMIR NBC-6 (Palm Desert, CA)</u></a>			
<a href="#"><u>KMPH-TV FOX-26 (Fresno, CA)</u></a>		1,000	
<a href="#"><u>KMTV-TV CBS-3 (Omaha, NE)</u></a>			
<a href="#"><u>KNDO-TV NBC-3 (Yakima, WA)</u></a>			
<a href="#"><u>KNDU-TV NBC (Kennewick, WA)</u></a>			
<a href="#"><u>KNOE-TV CBS-8 (Monroe, LA)</u></a>		3,000	
<a href="#"><u>KOAM-TV CBS-7 (Pittsburg, KS)</u></a>		4,000	
<a href="#"><u>KOLD CBS-13 (Tucson, AZ)</u></a>		10,000	
<a href="#"><u>KOTA ABC-3 (Rapid City, SD)</u></a>			
<a href="#"><u>KOTV-TV CBS-6 (Tulsa, OK)</u></a>		22,000	
<a href="#"><u>KPLC NBC-7 (Lake Charles-Lafayette, LA)</u></a>		6,000	
<a href="#"><u>KPTH-TV FOX-44 (Dakota Dunes, SD)</u></a>			
<a href="#"><u>KPTM-TV FOX-42 (Omaha, NE)</u></a>			
<a href="#"><u>KQCW CW-12/19 (Tulsa, OK)</u></a>			
<a href="#"><u>KRHD-TV ABC-40 (Bryan-College Station, TX)</u></a>			
<a href="#"><u>KSAW-TV ABC-51 (Twin Falls, ID)</u></a>			
<a href="#"><u>KSFY-TV ABC-13 (Sioux Falls, SD)</u></a>			
<a href="#"><u>KSLA CBS-12 (Shreveport, LA)</u></a>		24,000	
<a href="#"><u>KSTC-TV IND-45 (Saint Paul, MN)</u></a>			
<a href="#"><u>KSTP-TV ABC-5 (Saint Paul, MN)</u></a>		10,000	
<a href="#"><u>KSWO-TV ABC-7 (Lawton, OK)</u></a>			
<a href="#"><u>KSWT-TV CBS-13 (Yuma, AZ)</u></a>			
<a href="#"><u>KTEN NBC-10 (Denison, TX)</u></a>			
<a href="#"><u>KTIV NBC-4 (Sioux City, IA)</u></a>		4,000	
<a href="#"><u>KTNV-TV ABC-13 (Las Vegas, NV)</u></a>		6,000	
<a href="#"><u>KTRE ABC-9 (Lufkin, TX)</u></a>		3,000	
<a href="#"><u>KTRV-TV FOX-12 (Nampa, ID)</u></a>			
<a href="#"><u>KTTC NBC-10 (Rochester, MN)</u></a>		3,000	
<a href="#"><u>KTUL-TV ABC-8 (Tulsa, OK)</u></a>		14,000	
<a href="#"><u>KTVG-TV FOX-17 / KSNB-TV FOX-4 (Kearney, NE)</u></a>			
<a href="#"><u>KTVN-TV CBS-2 (Reno, NV)</u></a>			
<a href="#"><u>KUAM-TV NBC-8 / CBS-11 (Hagatna, Guam)</u></a>			
<a href="#"><u>KUSI-TV IND-51 (San Diego, CA)</u></a>			
<a href="#"><u>KWES-TV NBC-9 (Midland, TX)</u></a>			
<a href="#"><u>KWQC NBC-6 (Davenport, IA)</u></a>		3,000	
<a href="#"><u>KWTV-TV CBS-9 (Oklahoma City, OK)</u></a>		21,000	
<a href="#"><u>KWWL-TV NBC-7 (Waterloo, IA)</u></a>		7,000	
<a href="#"><u>KXJB-TV CBS-4 / KVLV-TV NBC-11 (Fargo, ND)</u></a>			
<a href="#"><u>KXLT FOX-47 (Rochester, MN)</u></a>			
<a href="#"><u>KXVO-TV CW-15 (Omaha, NE)</u></a>			

<a href="#">KXXV-TV ABC-25 (Waco, TX)</a>	2,000
<a href="#">KYTX CBS-19 (Tyler, TX)</a>	1,000
<a href="#">Los Angeles Business from bizjournals</a>	234,000
<a href="#">MarketWatch</a>	565,000
<a href="#">Marsh, Berry &amp; Company, Inc.</a>	
<a href="#">Mega News Network: Insurance</a>	
<a href="#">Memphis Business Journal</a>	234,000
<a href="#">Miami Herald</a>	201,000
<a href="#">Minneapolis / St. Paul Business Journal</a>	234,000
<a href="#">Money Control (India)</a>	236,000
<a href="#">Nashville Business Journal</a>	234,000
<a href="#">NebraskaTV (Kearney, NE)</a>	
<a href="#">New Mexico Business Weekly</a>	234,000
<a href="#">Orlando Business Journal</a>	234,000
<a href="#">Pacific Business News</a>	234,000
<a href="#">Philadelphia Business Journal</a>	234,000
<a href="#">Pittsburgh Business Times</a>	234,000
<a href="#">Portland Business Journal</a>	234,000
<a href="#">PR Newswire</a>	24,000
<a href="#">Press-Enterprise</a>	
<a href="#">Puerto Rico News Time</a>	
<a href="#">Puget Sound Business Journal</a>	234,000
<a href="#">Reuters</a>	989,000
<a href="#">Sacramento Business Journal</a>	234,000
<a href="#">San Antonio Business Journal</a>	234,000
<a href="#">San Francisco Business Times</a>	234,000
<a href="#">San Jose Business Journal</a>	234,000
<a href="#">Sharemaster India</a>	
<a href="#">SMPR, Inc.</a>	
<a href="#">South Florida Business Journal</a>	234,000
<a href="#">St. Louis Business Journal</a>	234,000
<a href="#">Tampa Bay Business Journal</a>	234,000
<a href="#">tapServ.com</a>	
<a href="#">The Herald</a>	22,000
<a href="#">The Sacramento Bee</a>	151,000
<a href="#">Ticker Technologies</a>	4,000
<a href="#">Triangle Business Journal</a>	234,000
<a href="#">US Politics Today</a>	6,000
<a href="#">ValueNotes.com (India)</a>	
<a href="#">WAFB CBS-9 (Baton Rouge, LA)</a>	15,000
<a href="#">WAFF NBC-48 (Huntsville, AL)</a>	10,000
<a href="#">WALB NBC-10 (Albany, GA)</a>	9,000
<a href="#">WAND-TV NBC-17 (Decatur, IL)</a>	2,000
<a href="#">WI)</a>	2,000
<a href="#">Washington Business Journal</a>	234,000
<a href="#">WAVE NBC-3 (Louisville, KY)</a>	9,000



<a href="#">WBCB-TV CW-21 (Youngstown, OH)</a>			
<a href="#">WBAY ABC-2 (Green Bay, WI)</a>			
<a href="#">WBMA-TV ABC-33 / ABC-40 (Birmingham, AL)</a>		7,000	
<a href="#">WBOC CBS-16 (Salisbury, MD)</a>		16,000	
<a href="#">WBRC-TV FOX-6 MyFox Birmingham</a>		8,000	
<a href="#">WBTB CBS-3 (Charlotte, NC)</a>		14,000	
<a href="#">WCAX CBS-3 (Burlington, VT)</a>		9,000	
<a href="#">WCIV-TV ABC-4 (Charleston, SC)</a>			
<a href="#">WCSC CBS-5 (Charleston, SC)</a>		4,000	
<a href="#">WCWG-TV CW-20 (Greensboro, NC)</a>			
<a href="#">WDAM NBC-7 (Hattiesburg-Laurel, MS)</a>		2,000	
<a href="#">WDRB FOX-41 (Louisville, KY)</a>		6,000	
<a href="#">WECT NBC-6 (Wilmington, NC)</a>		14,000	
<a href="#">WEHT-TV ABC-25 (Evansville, IN)</a>		3,000	
<a href="#">WFFF-TV FOX-44 (Colchester, VT)</a>			
<a href="#">WFIE NBC-14 (Evansville, IN)</a>		21,000	
<a href="#">WFLX FOX-29 (West Palm Beach, FL)</a>			
<a href="#">WFMJ-TV NBC-21 (Youngstown, OH)</a>		3,000	
<a href="#">WFMZ-TV Channel 69 Allentown, PA</a>		32,000	
<a href="#">WFTX-TV FOX-4 (Cape Coral, FL)</a>			
<a href="#">WFXG-TV FOX-54 (Augusta, GA)</a>			
<a href="#">WGBA NBC-26 (Green Bay, WI)</a>			
<a href="#">WGEM-TV NBC-10 (Quincy, IL)</a>		3,000	
<a href="#">WGFL-TV CBS-4 (Gainesville, FL)</a>			
<a href="#">WGGB-TV FOX-6 / ABC-40 (Springfield, MA)</a>			
<a href="#">WHBF CBS-4 (Rock Island, IL)</a>			
<a href="#">WHTM-TV ABC-27 (Harrisburg, PA)</a>		13,000	
<a href="#">Wichita Business Journal</a>		234,000	
<a href="#">WISTV NBC-10 (Columbia, SC)</a>		20,000	
<a href="#">WKBT-TV CBS-8 (La Crosse, WI)</a>		2,000	
<a href="#">WKOW-TV ABC-27 (Madison, WI)</a>			
<a href="#">WKRN ABC-2 (Nashville, TN)</a>		16,000	
<a href="#">WLBT NBC-3 (Jackson, MS)</a>		8,000	
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<a href="#">WLNS CBS-6 (Lansing, MI)</a>			
<a href="#">WLOX ABC-13 (Biloxi, MS)</a>		8,000	
<a href="#">WMBF NBC-32 (Myrtle Beach, SC)</a>		6,000	
<a href="#">WMC NBC-5 (Memphis, TN)</a>		11,000	
<a href="#">WOI ABC-5 (West Des Moines, IA)</a>			
<a href="#">WOIO CBS-19 (Cleveland, OH)</a>			
<a href="#">WQOW-TV ABC-18 (Eau Claire, WI)</a>			
<a href="#">WR Hambrecht &amp; Co.</a>		7,000	
<a href="#">WRCB-TV NBC-3 (Chattanooga, TN)</a>		6,000	
<a href="#">WREX-TV NBC-13 (Rockford, IL)</a>			
<a href="#">WRIC ABC-8 (Richmond, VA)</a>		2,000	
<a href="#">WSET-TV ABC-13 (Lynchburg, VA)</a>		6,000	
<a href="#">WSFA NBC-12 (Montgomery, AL)</a>		12,000	

<a href="#"><u>WSFX-TV FOX-26 (Wilmington, NC)</u></a>			
<a href="#"><u>WSJV-TV FOX-28 (South Bend, IN)</u></a>		2,000	
<a href="#"><u>WSYM-TV FOX-47 (Lansing, MI)</u></a>			
<a href="#"><u>WTEN ABC-10 (Albany, NY)</u></a>		6,000	
<a href="#"><u>WTHR NBC-13 (Indianapolis, IN)</u></a>		21,000	
<a href="#"><u>WTNZ FOX-43 (Knoxville, TN)</u></a>			
<a href="#"><u>WTOG CBS-11 (Savannah, GA)</u></a>		9,000	
<a href="#"><u>WTOL CBS-11 (Toledo, OH)</u></a>		17,000	
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<a href="#"><u>WTVM ABC-9 (Columbus, GA)</u></a>		3,000	
<a href="#"><u>WUPV-TV CW-65 (Ashland, VA)</u></a>			
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<a href="#"><u>WWBT NBC-12 (Richmond, VA)</u></a>		10,000	
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<a href="#"><u>WXOW ABC-19 (La Crosse, WI)</u></a>			
<a href="#"><u>WXTX-TV FOX-54 (Columbus, GA)</u></a>			
<a href="#"><u>WXVT-TV CBS-15 (Greenville, MS)</u></a>			



Thursday, March 17, 2011, Orange, Weekly, Circulation: 11,000

# ORLANDO **Business Journal**

**March 17, 2011**

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### **HEALTH CARE**

**The Blue Cross and Blue Shield of Florida Foundation** presented a Sapphire Award of Distinction to **Hebni Nutrition Consultants Inc.** for its nutrition education programs aimed at preventing diet-related diseases among African-American adults and youth in Central Florida. The award includes a \$75,000 grant.

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March 16, 2011

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by John on Wednesday, March 16th, 2011 | No Comments



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**Congratulations to the Capital Medical Society Foundation, a 2009 Honoree for the Sapphire Award. The Blue Foundation for a Healthy Florida, a philanthropic affiliate of BCBSF, awards the Sapphire Award for recognition & promotion of excellence in community health programming in Florida.**

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### 2010 Sapphire Award honorees

The Sapphire Award, presented annually by the BCBSF Foundation, is designed to recognize and promote programs that have demonstrated excellence and impact in improving the health-related outcomes of Florida's at-risk populations and communities. The Award's recognition of effective initiatives is meant to promote greater and more lasting support for improved services and systems that can be sustained over time.

An independent selection committee of medical, public health and health communication experts from across the country determines the recipients of The Sapphire Award.

**2010 Sapphire Award Honorees**

A total of 36 nominations were received for the 2010 competition.

**Winner (\$120,000 each)**

- Susan B. Anthony Recovery Center, Pembroke Pines, Broward County (PDF)  
» View video

**Award of Distinction (\$75,000)**

- Hebli Nutrition Consultants, Orlando, Orange County (PDF)  
» View video
- Tykes & Teens, Palm City, Martin County (PDF)  
» View video

**Honorable Mention (\$50,000 each)**

- DLC Nurse & Learn, Jacksonville, Duval County (PDF)  
» View video
- Okaloosa AIDS Support & Informational Services (OASIS), Ft. Walton Beach (PDF)  
» View video

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2010 Sapphire Award honorees - News & Views

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Training

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## 2010 Sapphire Award Honoree Honorable Mention

**\$50,000**

### **Okaloosa AIDS Support & Informational Services (OASIS), Fort Walton Beach**

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[www.aidsoasis.org](http://www.aidsoasis.org)



Okaloosa AIDS Support & Informational Services, Inc. (OASIS) was formed in 1991 to prevent the further spread of HIV infection and to support those affected by the syndrome.

OASIS provides a comprehensive range of HIV-related services, including case management for people living with HIV/AIDS, HIV counseling, free and anonymous testing services for at-risk individuals, HIV prevention services for communities at high risk, and community outreach and education services for four Northwest Florida counties – Okaloosa, Walton, Santa Rosa and Escambia.

OASIS provides HIV counseling and testing services to more than 700 persons per year. More than 4,800 HIV tests were performed between 2001 and 2009, with more than 700 tests performed annually for the last several years.

The organization provides case management services to 180 to 200 uninsured or underinsured persons with HIV/AIDS from diverse racial and ethnic backgrounds, ranging in age from 18 to 71.



# Okaloosa AIDS Support & Informational Services Programs

**HIV testing and counseling** – OASIS offers two free, quick, and painless HIV testing methods: OraSure® and OraQuick®, along with the option to test confidentially or anonymously. In conjunction with the Okaloosa County Health Department and alternate venue sites such as youth detention centers and adult treatment facilities, OASIS has provided counseling and testing services since 1992.

**Case management** – OASIS provides assistance to those infected with HIV/AIDS. Its case management team works one-on-one with the client to take all possible actions to maintain quality of life.

**Financial support** – The organization provides targeted services to specific uninsured and underserved groups, while also providing financial support to assist qualified individuals with private insurance premiums.

**Positive Living Conference** – OASIS has coordinated the three-day, nationally recognized Positive Living Conference for the past 13 years with up-to-date scientific reports and educational support, drawing attendees from across the United States, and a few other countries such as Africa and Canada.

**Hot lunch program and food pantry** – On the first Thursday of each month, the organization provides a free, hot lunch for clients. For those clients who have trouble meeting nutritional needs, OASIS maintains a food pantry stocked with non-perishable foods, toiletries and nutritional supplement drinks.

**Legal Self-Help Clinic** – OASIS also offers a Legal Self-Help Clinic to assist clients in producing legal documents such as a last will and testament, power of attorney, health care surrogate or living will.

**Every Child: 1 Promise** – This program matches a volunteer mentor for children ages four through 17 who have one parent or guardian incarcerated in a state or federal detainment facility. Volunteers meet one-on-one with the children for weekly, one hour meetings.

**Additional assistance** – To assist those living with HIV/AIDS, OASIS also provides additional help in difficult times such as assistance with medications, transportation, housing and utilities, as well as medical, dental and mental health referrals.



**Social Networking Strategy (SNS)** – The SNS program focuses on identifying high risk individuals and finding those with undiagnosed HIV infection and getting them into HIV Counseling, Testing and Linkage services (CTL). It is a peer-based program where people at high risk identify and refer their friends with suspected high risks.

**Activate U Advocacy Academy** – Funded by the National AIDS Fund to promote grassroots advocacy training in North Florida, the OASIS academy provides workshops throughout northern Florida that teach the basics of effectively advocating for HIV/AIDS issues and how to locate and contact elected officials. Attendees receive talking point data sheets on AIDS programs and issues of concern for HIV-infected individuals.





## 2010 Sapphire Award Honoree Winner \$120,000

### Susan B. Anthony Recovery Center, Pembroke Pines

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email: [mcurrent@susanbanthonycenter.org](mailto:mcurrent@susanbanthonycenter.org)  
[www.susanbanthonycenter.org](http://www.susanbanthonycenter.org)



Founded in 1995 by the Junior League of Fort Lauderdale, The Susan B. Anthony Recovery Center (SBARC) provides medical care for homeless and recovering women by offering uninsured and underserved families substance abuse treatment services and quality physical and mental health care. The goal of the treatment program is to end the intergenerational cycles of substance abuse, family dysfunction and homelessness.

Services include transitional housing for up to 24 months, adult and child treatment and counseling services, developmental assessment and intervention programs for children, adult educational and vocational services, onsite child care services for residents, continuing care services for up to three years, and onsite health care for families. Acting as a one-stop shop by providing direct services or referrals, the center strives to keep families together.

Since its inception, SBARC has provided essential services to over 749 mothers and more than 1,050 children and the center provides unduplicated services for approximately 140 mothers and 200 children each year.

In fiscal year 2009-10, 47 families successfully completed the program. Of the 47 women, 100 percent improved their parenting skills, 97 percent improved family functioning and 98 percent improved ability to bond with their children.

Of the children receiving developmental intervention services and mental health counseling during the last fiscal year, 98 percent reached age-appropriate developmental levels and 100 percent improved emotional and social behaviors.

This comprehensive treatment approach includes psychiatric evaluations, medication management, substance abuse and mental health treatment services, parenting services, educational and vocational services, art and drama therapy, trauma therapy, parenting instruction, acupuncture, and medical screening for the mothers. The children receive a developmental assessment; developmental intervention services; individual, group and family counseling; and a medical screening that includes an assessment for asthma, reflux, hepatitis, sudden infant death syndrome and HIV.

The center increases the number of families living healthy, independent lives in the community, while reducing the number of children entering relative or foster care.

SBARC has pulled together a number of partners to provide services, including Memorial Healthcare System, Nova Southeastern University and Broward County Health Department. Other partners include Homeless Assistance Centers, Broward Addiction Recovery Center, the court system, Department of Corrections, ChildNet, Broward Sheriff's Office, faith- and community-based organizations, hospitals, schools and universities, homeless shelters, the Beds Hotline and other substance abuse treatment centers and social service agencies.

The organization received three-year Commission on Accreditation of Rehabilitation Facilities (CARF) accreditation in February 2010 with an "Exemplary" designation for its innovative SURF (Strengthening and Unifying Recovering Families) program.



# Susan B. Anthony Recovery Center Programs

**Residential Program** – The Center provides a caring environment for women and their children to recover from the devastating effects of addiction. They are allowed to remain in the residential component for a maximum of 18 months. Services include 24-hour supervision and support, transportation, 12-step meetings, spiritual groups, exercise classes, family bonding activities and life skills management.

**Treatment Services** – Treatment aims to stop the intergenerational disease of addiction. These comprehensive programs address the complex issues affecting these families including childhood sexual or physical abuse and/or domestic violence. The Center first stabilizes the needs of the children while their mothers undergo treatment and support with the ultimate goal of preparing the whole family to reenter the community as productive citizens.

**Employment Services** – The Center coaches residents to help them reenter the workforce as productive and proactive contributors to their own success. Having gainful employment assists these families to live substance-free in the community. Vocational training and Employment Services include pre-employment training classes that teach basic vocational skills including job search skills, computer job searching skills, interviewing techniques and resumé preparation. Other services include GED classes and referrals to community partners that provide funding to allow residents to go back to school or attend vocational educational programs.



**Continuing After-Care** – Women and their children may participate in after-care services for up to three years after leaving the residential program. Programs include individualized case management, therapy, relapse prevention groups and planned family activities.

**Child Developmental Program** – Parental substance abuse often results in health and behavioral problems for dependent children, including problems at school, criminal involvement and future substance abuse and addiction problems. The STOP THE CYCLE program helps families in crisis restore their families to health and independence. Services include in-depth assessments of each child entering the program, an individualized intervention program, mother and child bonding programs to improve developmental milestones and parenting skills lessons for parents.

## **SURF Program (Strengthening and Unifying Recovering Families) –**

This collaborative project between ChildNet and the Susan B. Anthony Recovery Center provides in-home substance abuse and peer mentoring services to families in danger of having their children removed from their custody due to a substance abuse issue. Services are provided by a master's level therapist and a PEER Mentor who provides recovery support and case management services.







## 2010 Sapphire Award Honoree Award of Distinction \$75,000

### Hebni Nutrition Consultants, Orlando

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Hebni Nutrition Consultants was formed in 1995 to educate high-risk, culturally diverse populations about nutrition strategies to prevent diet-related diseases among African-American adults and youth in Central Florida.

The organization identifies high-risk groups in the community and addresses the health problems and risk factors associated with poor nutrition.

Hebni's mission is to provide culturally-appropriate nutrition education and intervention strategies to prevent diet-related diseases such as diabetes, heart disease, cancer, obesity, hypertension and stroke.

Hebni received the 2010 "Outstanding Diversity Achievement" Award from the United States Tennis Association for its K.Y.D.S. Take Charge program.

"The organization also helps local soul food restaurants revise their menus to incorporate half-portion and healthier entrees. To further help educate children about nutrition, the organization works with local schools to develop junk-free" zones in schools.



## Hebni Nutrition Consultants Programs

**The New Soul Food Pyramid®** – This nutritional educational tool was developed in Fall 2005, along with the Low Literacy Pyramid for ethnic markets. The Soul Food Pyramid makes it easier for health care providers to present relevant nutrition guidelines to minorities. The program has been lauded nationally on CNN and Turner Broadcasting Systems. The Soul Food Pyramid for Kids is also available. The pyramid is updated in keeping with the standards of the USDA and the American Dietetic Association.

**Nutrition Resource Center (NRC)** – This center created in 2009 includes four test kitchens, classrooms, a nutrition resource library, computer stations and office space for staff members. Since its opening, Hebni has provided healthy cooking classes to more than 120 youth and adults.

**Take Charge!** – Through this program that addresses populations who are at high risk for poor health outcomes, Hebni has provided nutrition and disease education to 200 African-American adults, with more than 150 individuals receiving free health screenings for diabetes, cholesterol, hypertension and obesity.

**K.Y.D.S.: Take Charge!** – 210 African-American youth received free tennis lessons, 50 participated in a cooking competition and 170 participated in an eight-week nutrition program as part of K.Y.D.S. Take Charge.

**K.Y.D.S. Coalition** – Established to address the issues surrounding childhood obesity in Orange County.

**Sisters: Take Charge of Your Health™** – Designed for African-American women, this seminar presents practical tips on changing nutritional habits to reduce diet-related illnesses including obesity, heart disease, diabetes, cancer and hypertension along with information on financial fitness, legal issues and exercise.

**Seniors: Take Charge of Your Health** – This program targets African-American senior citizen groups in Central Florida and allows them to interact with physicians, health professionals and other professional organizations and learn ways to improve their health and well-being.

**Health Fairs** – Hebni participates in health fairs and workshops throughout the country, providing nutritional information to people of all ages and cultures.

**Take Charge of Your Health/Wellness Series** – This new 12-week series provides information on losing weight, controlling diabetes and taking care of your heart. Operated in conjunction with faith-based communities, the program assists congregations with their health ministries. The programs are free to the community through funding from foundations and grants. Hebni is currently offering classes in Orlando and West Palm Beach in collaboration with the American Heart Association.

**Farmers Market** – The organization partnered with the City of Eatonville and the Winter Park Health Foundation to establish a weekly Farmers Market in one of Florida's oldest African-American municipalities.

**Community Gardens** – Get Active Orlando has 19 gardens in the area near Hebni's Nutrition Center. During harvest, Hebni offers cooking classes to demonstrate how to prepare the foods that are harvested.





## 2010 Sapphire Award Honoree Honorable Mention \$50,000

### DLC Nurse & Learn, Jacksonville

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DLC has provided year-round nursing care, specialized therapies, child care and special education to children with disabilities since 1989. A full-day preschool program is available to children from birth to age five, with before and after school programs for students who are ages three to 22.

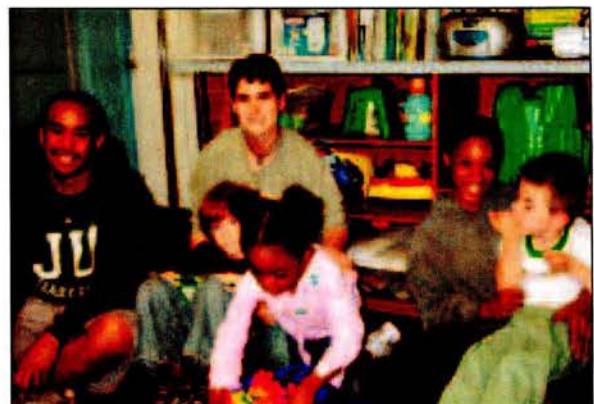
These programs – including educational activities, therapy and medical care – are open to Northeast Florida children who have disabilities or medical problems that prevent them from attending regular child care or other preschools. Examples include cerebral palsy, microcephaly, anencephaly, Down syndrome, open kidneys or seizure disorders.

Services are provided on a sliding scale basis with an average 70 percent of students on tuition and/or therapy scholarships. One mother explained, "DLC takes all children in the center that can't be appropriately cared for in another child care and gives each child individual care and attention. Each child, regardless of the severity of his or her handicap, is given opportunities each day to participate in a variety of activities."

In 20 years, the organization has grown from one room and three students to two locations, nine classrooms, 30 employees and more than 1,200 students served. Services and space have been added as needed, including full-time registered nurses and physical, occupational and speech therapists.

In 2003, DLC opened classrooms to children with and without handicaps to allow students to learn at their own pace and to be encouraged by typically-developing peers. This also facilitated child care needs for families who also have typically-developing children.

Between \$200,000 and \$250,000 in free services are donated to families each year.



## DLC Nurse & Learn Programs

**Youth volunteer program** – This volunteer program allows troubled youth to complete community service hours while working one-on-one with disabled children.

**M.O.V.E. program** – Through the Movement Opportunities Via Education program, DLC created activities to enhance children's opportunities to practice independent movement, such as circle, music, library, story time and classroom visits. They also added adaptive playgrounds that serve as therapy instruction areas for families to learn about and participate in practical therapy techniques.

**Physical Therapy (PT)** – DLC has pediatric physical therapists who specialize in treating and managing infants, children and adolescents with a variety of congenital, developmental, neuromuscular, skeletal, or acquired disorders. Treatments focus on improving gross motor skills, coordination strength, balance and endurance needed to develop floor mobility, sitting, standing and walking. PT also helps with classroom and home equipment needs and ordering leg braces and wheelchairs.

**Occupational Therapy (OT)** – Pediatric occupational therapists help children perform functional tasks and improve the fine motor skills needed for daily living, such as dressing, feeding, bathing and toy play. These skills help students refine sensory discrimination, processing, social interactions and self-care skills. Therapists help acquire the hand splints and feeding and writing utensils needed for school and home as well as sensory equipment needs.

**Speech & Language Therapy (SLT)** – Therapists provide speech, language and social communication services as well as oral/motor development for feeding and swallowing disorders. The program covers articulation, communication (through words, pictures, sign language or computers), and oral motor and breathing exercises to improve talking and eating/drinking skills. Therapists help create communication systems and order special communication devices on an individual basis.

**Special Education** – Infant & Toddler Developmental Specialists (ITDS) provide special education for children from birth to three years of age. They assist with children's cognitive development or thinking skills through play and learning activities and assist teachers in including special needs children in daily activities. These teachers also work with families to help students improve reasoning, problem solving, functional play and preschool academic skills at home.







## 2010 Sapphire Award Honoree Award of Distinction

**\$75,000**

### Tykes & Teens, Palm City

Jeffrey Ralicki, ACSW, LCSW, CAP

Executive Director

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[www.tykesandteens.org](http://www.tykesandteens.org)



For 14 years, Tykes & Teens has enriched the lives of some of the most impoverished children and their families in Martin County through mental health counseling and substance abuse prevention and treatment. The organization offers a variety of early intervention and treatment programs including general mental health counseling, the Adolescent Substance Abuse Program, the Family Abuse Treatment Program and the Alternative to Out of School Suspension and Prevention Services.

Services include play and art therapy, anger management and substance abuse treatment. Tykes & Teens is the only area organization that provides mental health services specifically for children. The program provides comprehensive services including specific programming for victims of domestic violence and sexual abuse, and builds innovative partnerships with existing community programs to leverage success and assist the highest number of children in need.

Tykes & Teens is monitored through a rigorous quality assurance/quality improvement program that includes peer review of charts, annual reviews of all clinicians with specific client success measurement and client satisfaction surveys and is accredited by the Joint Commission.





## Tykes & Teens Programs

**Counseling** – The organization has partnered with other social service agencies and 12 elementary, middle and high schools in the local school district to provide onsite counseling services to families to eliminate barriers such as transportation. The program allows teachers and guidance counselors to be part of a team to assist with behavioral issues that primarily occur at school.

**Alternative to Out of School Suspension (ALTOSS)** – Before the 1999 school year, children in Martin County who were suspended for disciplinary problems received a one- to 10-day unsupervised "vacation." This resulted in students getting behind in their schoolwork and becoming at-risk for dropping out of school. Tykes & Teens collaborated with the Boys & Girls Club of Martin County, City of Stuart, Parks and Recreation and the Martin County School District to develop this free, supervised program for suspended middle school and high school students. ALTOSS is a voluntary program, available throughout the school year, that provides students with stability and the strength to interact positively in their daily environments, while coping with their individual situations.

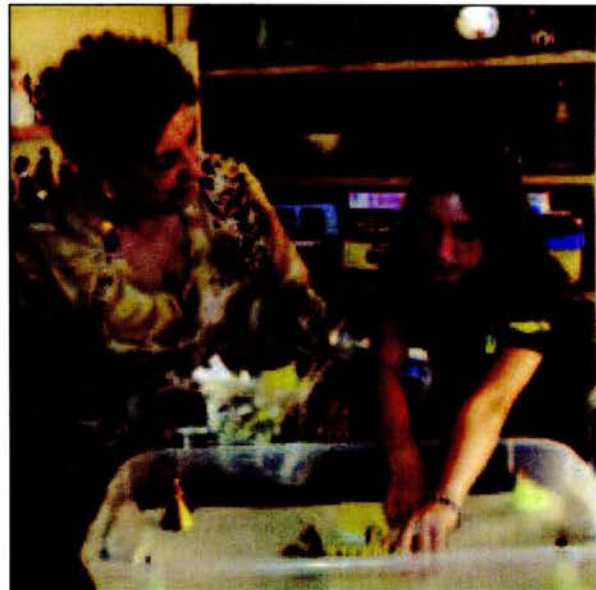
**Substance abuse prevention** – The agency also runs a substance abuse prevention curriculum in all middle schools in the local school district. In the most recent fiscal year, Tykes & Teens provided direct services to more than 1,600 children on the Treasure Coast and reached another 5,000 via this substance abuse prevention outreach.

**General mental health** – Tykes & Teens' general mental health program focuses on issues such as depression, anxiety disorder, attention deficit disorder and coping with divorce, grief or blended families, as well as behavioral problems at home, school or within the community.

**Family Abuse Treatment Program** – This program focuses on alleviating the symptoms of sexual abuse and domestic violence. Therapists work with the entire family to confront the issues through individual, family and group treatment to break the cycle of abuse.

**Adolescent Substance Abuse Program** – Designed for preteens at risk for using drugs and alcohol and teens who are experiencing difficulties related to drugs and/or alcohol exposure or use, the program's services include individual and group therapy, biweekly parent education and support groups.

**Cultural Competency Collaborative** – In cooperation with Children's Services Councils of Martin and St. Lucie counties as well as local psychiatric hospital Sandy Pines, Tykes & Teens created a Martin and St. Lucie Cultural Competency Collaborative, which provided a cultural competency program to 77 local social services agencies and several health care centers.





## *News & Views*

### February 25, 2011

Article: [2010 Sapphire Award honorees](#)

Comment Title: Congratulations

Comment: Congratulations to all the 2011 Sapphire Award recipients and to Blue Cross Blue Shield of Florida Foundations for 10 years of Giving!!!!

#### **Workflow Notification**

Article: [2010 Sapphire Award honorees](#)

Comment Title: Re: 2010 Sapphire Award honorees

Comment: I am proud to work for a company that gives back to the community! I was familiar with a few of these agencies, but learned about a few as well. Good choices!

Article: [2010 Sapphire Award honors top nonprofits](#)

Comment Title: Strong work

Comment: As a new employee I was pleased to learn of this award.  
"The Sapphire Award is Florida's only statewide honor that recognizes and promotes organizations that have demonstrated excellence in addressing community health care needs."  
Congrats BCBSFL Foundation.





## ONE VOICE

advocating Mental Health and Substance Abuse Services

February 25, 2011

### Shands PALS Program fights bullying to help save lives

The Columbine High School shootings that took the lives of 12 students and one teacher in 1999 led two Gainesville, FL students on a mission to prevent such a tragedy from happening in their schools.



*Marrero sisters*

Sisters Jessica Marrero and Shannon Marrero, then 15 and 13, joined forces in a mission to prevent the bullying that was a factor in the Columbine shootings.

Jessica submitted a proposal and received a \$100,000 foundation grant, and the two girls worked to bring the community together to form Partners In Adolescent Lifestyle Support (PALS), a comprehensive suicide/violence prevention program.

The program is now in every high school in Gainesville, the Ft. Clarke Middle School and the A-Quinn Jones Center. PALS is credited with saving lives through its counseling services and with helping build an atmosphere of inclusion that counters bullying and the violence that often accompanies it.

Shannon and Jessica Marrero were later nominated for the 2010 Nobel Peace Prize, which was awarded in October of that year to Chinese dissident Liu Xiaobo.

The sisters now attend Brown University Medical School, where Shannon is a first-year student and Jessica is completing her last year. Both have received a number of scholarships and awards and have been active in

projects to bring medical care to those in need in the U.S. and in underserved countries.

The PALS program provides peer mentoring, free mental health services and programs to prevent violence, suicide and substance abuse to at-risk students. Overseen by professionals at Shands at Vista, PALS not only reaches out to troubled teens but also offers enhanced leadership skills for teen leaders and educational programs for all students.

One of the program's key goals is to improve students' acceptance of diversity and provide an atmosphere of non-violence and inclusion within participating schools.

"One way to address bullying is to educate students about inclusiveness," explained Susan M. Garcia, L.C.S.W., who coordinates the program.

"When you are more inclusive, you are able to accept and understand differences in others. When you're connected to somebody, it's harder to bully them. "

#### *Student leaders carry message*

PALS uses its leadership program to help carry the message of inclusiveness as well as to help support students who, like the Marrero sisters, may be "the future leaders of tomorrow," Garcia said.

The program chooses students who are seen as leaders by their friends and fellow students. Generally, they are popular and are upperclassmen who are respected by other students.

Student leaders are recommended by teachers and guidance counselors. Each student is interviewed by PALS staff members, who make the final selection, and then get parents' permission for them to participate.

When these student leaders make a presentation on inclusiveness, "It will be much more powerful than having an adult or teacher come in and talk to them," Garcia said.

PALS peer mentors are also conducting an awareness campaign. In addition to informational posters, students at two schools are producing a video that can be broadcast via their schools' closed circuit TV system.

PALS has 11 counselors (Shands at Vista practicum students and interns) who serve participating schools, operating out of an office in each school.

Students can see a PALS counselor on a weekly basis or some other schedule, depending on their needs. "There is no criterion other than the student is concerned about something and seeking out treatment or someone is concerned about them," Garcia said.

Some of the students who see PALS counselors are in crisis. "In those cases, we do a psychological assessment to see if they are at risk of harm to self or others."

Garcia, who has been with PALS since 2005, said the counseling program has been able to thwart potentially serious situations.

#### *A potential tragedy averted*

As an example, she recalled a student who a teacher and friends feared would attempt suicide after he was spotted standing at the top of a bridge. All three went to the PALS counselor at their school to voice their concerns.

Later, the troubled youth came in and admitted he had planned to jump off the bridge but decided that he also "wanted to take the others who were bullying him," Garcia said.

He then admitted that he had a gun in the backpack in his car. The boy was admitted to the local crisis stabilization unit for treatment, and a potential tragedy was averted.

Garcia said teens often tell PALS staff about how they have reached out to students who are different or got help when they saw another student being bullied.

"We are absolutely making a difference," Garcia said. "When you give children information, they have more knowledge about how to interact with the world. There's a lot of harm done out of ignorance."

PALS receives no state or federal funding, and relies on grants and donations to fund its operations, according to Garcia.

The program is funded in part through the proceeds of a golf tournament and other special events sponsored by the Gainesville-based Bosshardt Realty Services. PALS also received a \$100,000 grant from the Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida.



***Donors Forum of South Florida***  
***Corporate Philanthropy Bits***  
**February 24, 2011**

*Welcome to Donors Forum's bi-weekly Corporate Philanthropy Bits, a members-only service. Take a minute and stay informed on the latest happenings in corporate philanthropy from around the country.*

**BCBSF FOUNDATION ANNOUNCES  
SAPPHIRE AWARD WINNER**

The BCBSF Foundation, formerly known as the Blue Foundation for a Healthy Florida, has announced the winner of its Sapphire Award. The Sapphire Award is Florida's only statewide honor that recognizes and promotes organizations that have demonstrated excellence in addressing community health care needs. The Susan B. Anthony Recovery Center of Broward County is the winner of the \$120k prize. Awards of Distinction went to Hebni Nutrition Consultants (Central Florida) and Tykes and Teens (Martin County). Honorable Mentions were awarded to DLC Nurse and Learn (Jacksonville) and Okaloosa AIDS Support & Information Services (Northwest Florida). [More information](#)

Phone: (305) 371-7944

Email: [info@donorsforumsf.org](mailto:info@donorsforumsf.org)

[www.donorsforumsf.org](http://www.donorsforumsf.org)



February 23, 2011



IMPROVING CONSUMER HEALTH BY PROVIDING  
COMPREHENSIVE NUTRITION INFORMATION

**HEBNI NUTRITION  
CONSULTANTS, INC.**

In 2010 Hebni Nutrition Consultants received a grant from USTA Florida to launch a unique family health and tennis program in Orlando schools and community centers. A \$25,000 grant from USTA Florida's "Share the Love" initiative provided funding for the KYDS Take Charge project, an eight-week program consisting of nutrition education,

cooking classes, and tennis instruction utilizing the 10 and Under Tennis format.

"Hebni provides age-appropriate nutrition education, which encourages participants to eat more fruits, vegetable, fiber, and foods and beverages rich in calcium, increase water consumption, and maintain a healthy weight," said HNC founding partner and Executive Director Dr. Roniece Weaver. "Participants also learn the importance of daily exercise and receive weekly tennis lessons provided free of charge. The parent component consists of six classes that teach parents how to read food labels, shop for healthy foods on a limited budget, and incorporate family fitness activities."

Hebni Nutrition Consultants was also awarded a \$10,000 grant from USTA Serves, the philanthropic and charitable entity of the United States Tennis Association (USTA) national body, under its "Aces for Kids" grants umbrella.

Watch the award video:



[http://www.florida.usta.com/florida\\_tennis\\_briefs4\\_awards\\_delray\\_champ\\_courier\\_talks\\_davis\\_cup111/](http://www.florida.usta.com/florida_tennis_briefs4_awards_delray_champ_courier_talks_davis_cup111/)





February 22, 2011

## Orlando nutrition consultants win statewide award

By Linda Shrieves, Orlando Sentinel

6:37 p.m. EST, February 22, 2011

An Orlando nonprofit, Hebni Nutrition Consultants, was one of five organizations recognized in the 2010 Sapphire Award presentation, which is sponsored by the Blue Cross Blue Shield of Florida Foundation.

Hebni received an award of distinction and a \$75,000 grant, while the Sapphire Award and \$120,000 went to a South Florida organization that provides medical care and substance-abuse treatment program for homeless women and their families.

That award is designed to recognize and promote programs that have demonstrated excellence and impact in improving the health-related outcomes of Florida's at-risk populations and communities.

Hebni was formed in 1995 by three African-American dietitians — Roniece Weaver, Fabiola Gaines and Ellareetha Carson — to educate high-risk, diverse populations about nutrition strategies.

Their aim? To teach children and adults how they can eat differently to prevent diet-related diseases such as **diabetes**, **heart disease**, **cancer**, **obesity**, **hypertension** and stroke.

The organization runs after-school programs in some schools, and works to develop "junk-free" zones inside the schools. In addition, Hebni also helps local soul food restaurants revise their menus to incorporate half-portion and healthier entrees.

Thirty-six organizations applied for the 2010 Sapphire Award. An independent selection committee made up of medical, public health and health communication experts from across the country determines the recipients of the Sapphire Award.

**lshrieves@tribune.com** or 407-420-5433

<http://www.orlandosentinel.com/health/os-sapphire-awards-20110222,0,1235925.story>

*Financial News & Daily Record*  
February 21, 2011

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## *City Notes...*

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CONTINUED FROM FRONT PAGE

• **The Blue Cross and Blue Shield of Florida Foundation** honored five Florida nonprofits for improving the health of the state's uninsured and underserved populations. In Jacksonville, DLC Nurse & Learn won an honorable mention, and \$50,000.



FINANCIAL NEWS &

# Daily Record

**February 21, 2011**

**City Notes**

Monday, February 21, 2011 - A service of The Daily Record, published for 26,796 consecutive weekdays

**The Blue Cross and Blue Shield of Florida Foundation honored five Florida nonprofits for improving the health of the state's uninsured and underserved populations. In Jacksonville, DLC Nurse & Learn won an honorable mention, and \$50,000.**

*Northwest Florida Daily News*  
February 19, 2011

FORT WALTON BEACH

**OASIS receives  
\$50,000 Sapphire award**

Okaloosa AIDS Support & Informational Services won an honorable mention Friday at the 2010 Sapphire Awards in Orlando.

The Sapphire Award is presented annually by the Blue Cross Blue Shield of Florida Foundation.

OASIS was among five finalists chosen from 30 nominees from across the state. The nonprofit agency received a \$50,000 award.

OASIS works to prevent the spread of HIV infection and to support those affected with AIDS. The organization's services include case management for people living with HIV/AIDS, HIV counseling and free and anonymous testing for at-risk individuals.

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# SayfieReview.com

## February 18, 2011



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February 18, 2011

## 2010 Sapphire Award Honors Top Nonprofits for Improving Floridians' Health Annual program presented by the Blue Cross and Blue Shield of Florida Foundation



ORLANDO, Fla., Feb. 18, 2011 /PRNewswire/ -- Today, five Florida nonprofits were honored for their dedication to improving the health of the state's uninsured and underserved populations at the Sapphire Award ceremony, presented annually by the Blue Cross and Blue Shield of Florida Foundation (BCBSF Foundation).

(Logo: <http://photos.prnewswire.com/prnh/20110218/CL49051LOGO> )

The Sapphire Award is Florida's only statewide honor that recognizes and promotes organizations that have demonstrated excellence in addressing community health care needs.

The 2010 Sapphire Award honorees are:

### **Winner (\$120,000)**

Susan B. Anthony Recovery Center -- provides medical care for homeless and recovering women; treatment services and quality physical and mental health care for uninsured and underserved families in Broward County

### **Award of Distinction ( \$75,000 each)**

Hebni Nutrition Consultants, Inc. -- educates high-risk, culturally diverse populations about nutrition strategies to prevent diet-related diseases among African-American adults and youth in Central Florida

Tykes & Teens -- provides mental health counseling and substance abuse prevention/treatment to some of the most impoverished children and their families in Martin County

### **Honorable Mentions ( \$50,000 each)**

DLC Nurse & Learn -- provides year-round nursing care, specialized therapies, child care and special education to children with disabilities in Jacksonville

Okaloosa AIDS Support & Informational Services (OASIS) -- prevents the further spread of HIV infection and supports those affected by the syndrome who live in Northwest Florida.

Established in 2005, the Sapphire Award recognizes and rewards nonprofit community health programs that have demonstrated success and high merit and have a record of improving the health of their community through measurable outcomes. The event also celebrated the 10-year anniversary of the BCBSF Foundation, formerly known as The Blue Foundation for a Healthy Florida.

<http://finance.yahoo.com/news/2010-Sapphire-Award-Honors-prnews-2349429233.html?x=0>



## Insurance



### 2010 Sapphire Award Honors Top Nonprofits for Improving Floridians' Health

#### Annual program presented by the Blue Cross and Blue Shield of Florida Foundation

##### By Blue Cross and Blue Shield of Florida Foundation

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"We commend this year's honorees for their ceaseless efforts in improving the health of individuals and families in their communities. These nonprofit organizations have truly stepped up to make a difference and we applaud their efforts," said Susan Towler, vice president, BCBSF Foundation. "It is our hope that other nonprofits will follow their lead so that we can truly help those Floridians who need it the most."

To be eligible for the Sapphire Award, organizations must be recognized by the Internal Revenue Service as 501(c)(3) nonprofit organizations that are officially located and incorporated in the state of Florida with programs offering health-related services. Programs are nominated by the organization's executive director and three persons familiar with the organization and are reviewed by an independent selection committee comprised of medical, public health and health communication experts from across the country and Florida. A total of 36 organizations were nominated for the 2010 Sapphire Award.

Since the Sapphire Award's inception, 37 nonprofits and health programs have been recognized for excellence in community health programming. Of that number, 12 Winners, eight Awards of Distinction, 13 Honorable Mentions and four Finalists have been named, sharing more than \$2.1 million in award funds.

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Blue Cross and Blue Shield of Florida and the BCBSF Foundation are on [Facebook](#) and [Twitter](#).

SOURCE Blue Cross and Blue Shield of Florida Foundation

Read more: <http://www.miamiherald.com/2011/02/18/2073715/2010-sapphire-award-honors-top.html#ixzz1Eb79c7j>





## KLFY-TV 10, Lafayette, La February 18, 2011

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## **NewsChannel 5 WTVF-TV, Nashville TN**

**February 18, 2011**

### **2010 Sapphire Award Honors Top Nonprofits for Improving Floridians' Health**

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<http://www.newschannel5.com/story/14057889/2010-sapphire-award-honors-top-nonprofits-for-improving-floridians-health>





## KOTA-TV – Rapid City, SD February 18, 2011

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<http://www.kotatv.com/Global/story.asp?S=14057889>





*WBRD-TV Birmingham, AL*

**February 18, 2011**

## **2010 Sapphire Award Honors Top Nonprofits for Improving Floridians' Health**

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SOURCE Blue Cross and Blue Shield of Florida Foundation

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**Valley News Live - KVLV/KXJB - Fargo/Grand Forks**  
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**2Sapphire Award Honors Top Nonprofits for Improving Floridians' Health**

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# Medicare News

2010 Sapphire Award Honors Top Nonprofits for Improving Floridians' Health

February 18, 2011

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<http://www.medicare-news.com/-2010-sapphire-award-honors-top-nonprofits-for-improving-floridians-health-.php>

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Posted on: Friday, 18 February 2011, 12:00 CST

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SOURCE Blue Cross and Blue Shield of Florida Foundation

Source: PR Newswire

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# THE MEDICAL NEWS

from News-Medical.Net - Latest Medical News and Research from Around the World

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<http://www.news-medical.net/news/20110219/BCBSF-Foundation-honors-5-Florida-nonprofits-at-2010-Sapphire-Award-ceremony.aspx?page=2>

*TheStreet.com*  
February 18, 2011

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<http://www.thestreet.com/story/11015739/1/2010-sapphire-award-honors-top-nonprofits-for-improving-floridians-health.html#>





*iStockAnalyst.com*

February 18, 2011

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PR Newswire  
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Published Feb. 18, 2011

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Feb 18 01:00 PM US/Eastern

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Since the Sapphire Award's inception, 37 nonprofits and health programs have been recognized for excellence in community health programming. Of that number, 12 Winners, eight Awards of Distinction, 13 Honorable Mentions and four Finalists have been named, sharing more than \$2.1 million in award funds.

The Blue Cross and Blue Shield of Florida Foundation (BCBSF Foundation) is a separate, philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF) incorporated in the state of Florida. The BCBSF Foundation, and its parent, BCBSF, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information on the BCBSF Foundation, please visit its website at [www.bluefoundationfl.com](http://www.bluefoundationfl.com). Blue Cross and Blue Shield of Florida and the BCBSF Foundation are on [Facebook](#) and [Twitter](#).

SOURCE Blue Cross and Blue Shield of Florida Foundation



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<http://www.earthtimes.org/articles/press/nonprofits-improving-floridians-health,1663916.html>





**February 18, 2011**

[Business Publications](#)

## **2010 Sapphire Award Honors Top Nonprofits for Improving Floridians' Health**

[PR Newswire, Feb 18, 2011](#)

Annual program presented by the Blue Cross and Blue Shield of Florida Foundation

ORLANDO, Fla., Feb. 18, 2011 /PRNewswire/ -- Today, five Florida nonprofits were honored for their dedication to improving the health of the state's uninsured and underserved populations at the Sapphire Award ceremony, presented annually by the Blue Cross and Blue Shield of Florida Foundation (BCBSF Foundation).

(Logo: <http://photos.prnewswire.com/prnh/20110218/CL49051LOGO> )

The Sapphire Award is Florida's only statewide honor that recognizes and promotes organizations that have demonstrated excellence in addressing community health care needs.

The 2010 Sapphire Award honorees are:

Winner (\$120,000)

Susan B. Anthony Recovery Center -- provides medical care for homeless and recovering women; treatment services and quality physical and mental health care for uninsured and underserved families in Broward County

Award of Distinction (\$75,000 each)

Hebni Nutrition Consultants, Inc. - educates high-risk, culturally diverse populations about nutrition strategies to prevent diet-related diseases among African-American adults and youth in Central Florida

Tykes & Teens - provides mental health counseling and substance abuse prevention/treatment to some of the most impoverished children and their families in Martin County

Honorable Mentions (\$50,000 each)

[http://findarticles.com/p/articles/mi\\_m4PRN/is\\_2011\\_Feb\\_18/ai\\_n56989979/](http://findarticles.com/p/articles/mi_m4PRN/is_2011_Feb_18/ai_n56989979/)

February 18, 2011

2010 Sapphire Award Honors Top Nonprofits for Improving Floridians' Health

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Tykes & Teens – provides mental health counseling and substance abuse prevention/treatment to some of the most impoverished children and their families in Martin County

### **Honorable Mentions ( \$50,000 each)**

DLC Nurse & Learn – provides year-round nursing care, specialized therapies, child care and special education to children with disabilities in Jacksonville

Okaloosa AIDS Support & Informational Services (OASIS) -- prevents the further spread of HIV infection and supports those affected by the syndrome who live in Northwest Florida.

Established in 2005, the Sapphire Award recognizes and rewards nonprofit community health programs that have demonstrated success and high merit and have a record of improving the health of their community through measurable outcomes. The event also celebrated the 10-year anniversary of the BCBSF Foundation, formerly known as The Blue Foundation for a Healthy Florida.

[http://news.webindia123.com/news/press\\_showdetailsPR.asp?id=94176&cat=PR%20News%20Wire](http://news.webindia123.com/news/press_showdetailsPR.asp?id=94176&cat=PR%20News%20Wire)



*Paper.li*  
February 18, 2011

## The BetterRelations daily #csr Post

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### Health

[2010 Sapphire Award Honors Top Nonprofits for Improving Floridians' Health – Press Releases on CSRwire.com](#)

csrwire.com - ORLANDO, Fla., Feb. 18 /CSRwire/ - PRNewswire - Today, five Florida nonprofits were honored for their dedication to improving the health of the state's uninsured and underserved populations at the ...



CSRwire

<http://paper.li/betterrelations/csr-sustainability/~list?topic=Health>

***twitter.com/bcbsflorida***

**February 18, 2011**



**BCBSFlorida**

1. Congratulations to the 2010 Sapphire Award Honorable Mentions (\$50,000 each): DLC Nurse & Learn and OASIS [10:48 AM Feb 18th](#) via [Mobile Web](#)
2. Congratulations to the 2010 Sapphire Award of Distinction (75,000 each): Hebni Nutrition Consultants and Tykes & Teens [10:45 AM Feb 18th](#) via [Mobile Web](#)
3. Congratulations to the 2010 Sapphire Award winner (\$120,000): Susan B. Recovery Center! [10:42 AM Feb 18th](#) via [Mobile Web](#)
4. Watch the videos of each of our 5 2010 Sapphire Awards Honorees. Congratulations to these amazing organizations! <http://bit.ly/fsLjre> [10:19 AM Feb 18th](#) via web
5. The Blue Cross and Blue Shield of Florida Foundation is excited to announce the 2010 Sapphire Award honorees! [10:05 AM Feb 18th](#) via [Mobile Web](#)
6. The Sapphire Award Presentation and Lunch is underway! [9:21 AM Feb 18th](#) via [Mobile Web](#)
7. The Blue Cross and Blue Shield Florida of Foundation improving the health and well being of Floridans! [5:41 AM Feb 18th](#) via [Mobile Web](#)
8. Just announced at the 10-Year Anniversary dinner, the Blue Foundation is now Blue Cross and Blue Shield of Florida Foundation! [7:15 PM Feb 17th](#) via [Mobile Web](#)
9. [@DrWeil](#) We saw it too looking through the fog rolling in off the ocean in Jax, FL - gorgeous! [6:01 PM Feb 17th](#) via web [in reply to DrWeil](#)
10. Proud to announce the 2010 Sapphire Awards Honorees at 1 PM Fri 2/18. Full information posted at [www.facebook.com/bcbsfl](http://www.facebook.com/bcbsfl). [5:59 PM Feb 17th](#) via web
11. Stay tuned for an exciting announcement from the Florida Blue Foundation! [4:31 PM Feb 17th](#) via [Mobile Web](#)
12. Super excited for the sapphire award presentation tomorrow @ 12:15 [2:21 PM Feb 17th](#) via [Mobile Web](#)
13. RT [@newsblaze](#) The Blue Foundation for a Healthy Florida now known as Blue Cross and Blue Shield of.. <http://bit.ly/h6SZHq> [9:27 AM Feb 17th](#) via [TweetMeme](#)
14. Found yourself in an [#obesitycluster](#) and want to move towards [#health](#)? [@hhsgov](#) provides tips on what you can do now. <http://bit.ly/hellnd> [9:58 AM Feb 15th](#) via web
15. Members receive a discount on your tax preparation through [@HRBlock](#) via Blue365! Check it out <http://bit.ly/h8Ehow> [7:55 AM Feb 15th](#) via web
16. [ClevelandClinic](#) Don't forget the kids this [#heartmonth](#). Good behaviors are easier to carry through life than to change in adulthood. -Dr. Boyle [#CCHealthTip](#) [6:30 AM Feb 15th](#) via [HootSuite](#) Retweeted by [BCBSFlorida](#) and 5 others
17. Learn about access to Health Care as a Floridian from UF Professor & Researcher Dr. Paul Duncan! <http://bit.ly/dNipjm> [5:44 AM Feb 15th](#) via web
18. [@dave\\_maclean](#) Thanks for the heads-up! We'll RT w/ the correct URL shortly [5:47 PM Feb 14th](#) via web [in reply to dave\\_maclean](#)
19. Going to the Sapphire Award Symposium this week? Be sure to check out Session 1-D about Childhood Obesity! [6:50 AM Feb 14th](#) via web



February 12, 2011

## 'I made a promise,' says director of local AIDS organization

Kari C. Barlow



### AWARD NOMINATION:

Okaloosa AIDS Support & Informational Services has been nominated for the 2010 Sapphire Award, which is presented annually by the Blue Cross Blue Shield of Florida Foundation. Thirty health care nonprofit groups from across the state were nominated. The list has been culled to five.

"It really is an honor," said Butch McKay, executive director of OASIS. "We are excited to be one of the finalists." The Sapphire Award offers a cash prize of \$120,000. The winner will be announced Feb. 18.

FORT WALTON BEACH — Tucked into the corner of Jackson Street and Shell Avenue, the beige brick office building that houses Okaloosa AIDS Support & Informational Services is easy to miss.

A relatively small percentage of the population uses its services. And the stigma of being tested or treated for HIV or AIDS remains, although it has diminished over the years.

The nonprofit organization, which was founded in 1991, will celebrate its 20th anniversary in October.

Butch McKay has tracked local perceptions of OASIS since becoming its first paid director in 1996.

"I can remember the days here when we were not allowed in the health fair at the mall because all of our materials were about HIV," McKay said. "Things have changed a lot."

### 'I made a promise'

Today OASIS is well known across Northwest Florida and the United States.

For the past 14 years, the agency has hosted its annual Positive Living prevention conference on Okaloosa Island. The weekend event, which is designed to be affordable for those living with the disease, features speakers from across the country.

"Because of that conference we have a national reputation," McKay said with a laugh. "People think we're this big organization."

OASIS' standing also is due to McKay, who sits on a number of national boards and councils dedicated to HIV and AIDS research. He speaks out on the national and state levels about the need for more research and prevention funding.

It's a role he takes for deeply personal reasons.

"In 1988, I learned that my very best friend had AIDS," McKay said. "We were inseparable as kids. ... I made a promise to him that I would get involved and at least make a difference in one life."

He lost that friend to AIDS the next year. He soon became a volunteer host for the traveling AIDS quilt when it made its way through Birmingham, Ala., where he lived at the time.

By 1996, he was hired at OASIS. Since then, McKay has steadily raised awareness of HIV and AIDS in one of the most conservative areas in the Southeast.

"He's done a great job of providing services to this community," said Bill Robinson, president of the United Way of Okaloosa and Walton Counties. "Evolution has taken care of a lot of things, thankfully. Years ago we didn't want to talk about breast cancer. Now, because of its importance, people talk about having mammograms."

At OASIS, case managers help clients navigate the ever-changing world of HIV and AIDS treatment, the pitfalls of medical insurance and social challenges that come with the disease.

In 2010, OASIS served about 250 people through case management and administered 800 HIV tests, both confidential and anonymous.

OASIS, which has seven full-time employees and one part-time worker, also offers a food pantry, a hot lunch program, legal and housing assistance and medical referrals. Clients also get access to the state AIDS Insurance Continuation Program for people who can't afford to pay their medical insurance premiums.

OASIS also provides a social networking program designed to help identify high-risk men who have sex with men and connect them with HIV counseling.

McKay would like to see more prevention programs in place.

"This is a behavior-driven epidemic," he said. "It's totally preventable."

Finances are always a challenge, however.

"We know how to squeeze a penny," McKay said. "In this economy, you have to do that. ... There's no grant too small. We're always writing grants. It keeps the doors open."

### Better days ahead

These days a diagnosis of HIV or AIDS doesn't have to mean a death sentence.

Veronica Hicks has been living with full-blown AIDS for nearly 16 years. She moved here a year ago from Jacksonville looking for a fresh start.

"OASIS is what brought me here," said Hicks, who had attended a Positive Living conference and liked the area. "I moved here on a Saturday, and by Monday I had a case manager."

Now OASIS is an important part of Hicks' life. She's at the office three or four days a week, working the front desk and leading a support group for those dealing with the disease.

"You can come here and you can feel at ease," Hicks said. "They help you. They empower you. They love on you."

Just being diagnosed can be overwhelming, she said.

"I never did IV drugs. I wasn't a prostitute," she said. "One of my boyfriends just happened not to tell me. ... I had a cold and didn't think anything of it."

Hicks learned she had AIDS after spiking a fever of 105 degrees and being rushed to the doctor.

"My passion is talking to the newly diagnosed to let them know there is hope, there is life," she said. "When I was diagnosed, there was only one pill, and that was AZT. Now there are all kinds of cocktails and regimens to fight this thing."

Clients such as Hicks keep McKay motivated and fighting for more money, better treatments and eventually, a cure.

"It's the most rewarding thing I've ever done," he said. "I've lost well in excess of 500 people to this disease. You can't just let that go. You have to fight for them."

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<http://www.nwfdailynews.com/news/support-37508-local-walton.html>





**February 10. 2011**

- **Blue Cross Blue Shield of Florida**
  - [Tickets still available for Blue Foundation awards](#)  
Feb. 9, 2011 (McClatchy-Tribune Regional News delivered by Newstex) -- With a few days remaining to purchase tickets, Blue Cross and Blue Shield of Florida's foundation, The Blue Foundation for a Healthy Florida, will present its Sapphire Award Symposium and Awards Presentation on Feb. 17-18.. Registration closes Friday for the event, which will be held at the Hilton Orlando Bonnet Creek.  
**Orlando Theater (The Orlando Sentinel) February 9, 2011 Wednesday 2:00 AM EST**





February 9, 2011

## Tickets still available for Blue Foundation awards

Uncategorized — posted by linda shrieves on February, 9 2011 11:33 AM

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"As we celebrate 10 years of improving Florida's health at our Sapphire Award program, this truly is a must attend event for anyone who cares about improving their communities and the well-being of all Floridians," said Susan Towler, vice president, The Blue Foundation.

Pre-registration for the event is required and the dress code is business attire. A \$50 registration fee covers all activities. Register online at [www.bluefoundationfl.com](http://www.bluefoundationfl.com) or call 1-800-477-3736, x-63215 for more information. Online registration is available through Feb. 11 with late registration available February 14-18, including onsite registration at the door.

The premier state award that recognizes and promotes nonprofit health care programs, The Sapphire Award honors organizations that improve health-related outcomes for Florida's at-risk populations and communities. Honorees – selected by an independent selection committee comprised of medical, public health and health communication experts from across the country – receive a financial award to use toward their community health objectives.

<http://blogs.orlandosentinel.com/health/2011/02/09/tickets-still-available-for-blue-foundation-awards/>

## *Orlando Sentinel*

February 9, 2011

### **Tickets still available for Blue Foundation awards**

Linda Shrieves

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Newstex ID: OS- 4501-100552933



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***online news and articles***  
***February 3, 2011***

[The Blue Foundation for a Healthy Florida Presents 2010 Sapphire Award on Feb. 17-18](#) - - Blue Cross and Blue Shield of Florida's foundation, The Blue Foundation for a Healthy Florida, is presenting its Sapphire Award Symposium and Awards Presentation on Feb. 17-18, 2011, at the Hilton Orlando Bonnet Creek. The annual award program honors organizations that demonstrate excellence in addressing community health care needs. The event will also include

<http://byket.biz/201102/03/2147.html>

***Clubindustryvotes.org***  
**February 1, 2011**

## Hebni Nutrition among finalists for Blue Foundation recognition (The Orlando Sentinel)

Tuesday, February 1, 2011

Linda Shrieves

Feb. 1, 2011 (McClatchy-Tribune Regional News delivered by Newstex) -- Blue Cross and Blue Shield of Florida's foundation, The Blue Foundation for a Healthy Florida, will present its annual Sapphire Award in mid-February -- and one of the finalists is Hebni Nutrition Consultants.

The award, which has been presented annually for the past five years, honors organizations that address community health-care needs.

Hebni Nutrition Consultants is an Orlando-based nonprofit founded by three Central Florida dietitians, Roniece Weaver, Fabiola Gaines and Ellareetha Carson. The organization holds an annual health conference, Sisters Take Charge, aimed at African-American women. In addition, it sponsors after-school programs for underprivileged kids that feature nutrition counseling and exercise as well as 12-week nutrition programs for senior citizens.

Last year's winners included the Casselberry-based Hispanic Health Initiatives, which was founded by Josephine Mercado, and received \$25,000 from the Blue Foundation for its work.

This year's event -- which will be held Feb. 17 and 18 at the Hilton Orlando Bonnet Creek -- also will include a dinner and reception in honor of The Blue Foundation's 10-year anniversary.

"This year's Sapphire Award program will be exceptional as we celebrate a decade of improving Florida's health. Since the Foundation was incorporated in 2001, we have distributed 280 grants and awards totaling more than \$17 million and touching the lives of approximately 1 million people," said Susan Towler, vice president, The Blue Foundation.

"In my estimation, that is a cause for celebration as we look toward the future and improving the health of Floridians and their communities."

Recipients of the Sapphire Award and honorees are selected by an independent selection committee comprised of medical, public health and health communication experts from across the country. Each honoree receives a financial award to use toward their community health objectives.

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The symposium keynote address is at 8:45 a.m. with Lisa Simpson, president and CEO of AcademyHealth, who will discuss "Health Policy and Health Care Reform: the National Perspective."

Morning sessions include:

--"Health Care Reform: How Health Insurance Companies are Responding" by Chip Kenyon, director, product/services management, Blue Cross and Blue Shield of Florida;

--"Health Care Reform and Access to Care in Florida" with Paul Duncan, chairman of the Department of Health Services Research, Management and Policy, University of Florida

--"One Community's Road to Recovery, Hope and Healing" with Marsha Curren, executive director, and others from Susan B. Anthony Recovery Center

--"Childhood Obesity" with Debbie Chang, vice president, policy and prevention, Nemours children's health system

--"Great Collaborations" with Margaret Brennan of Primary Care Access Network; Maureen Stapleton Kersmarki, Florida Hospital; and Nancy Lascheid, Neighborhood Health Clinic

Sessions will be repeated following a brief break.

Pre-registration for the event is required and the dress code is business attire. A \$50 registration fee covers all activities during the two-day event. Register online at <http://www.bluefoundationfl.com> or call 1-800-477-3736, x-63215 for more information.

Linda Shrieves can be reached at [lsrieves@orlandosentinel.com](mailto:lsrieves@orlandosentinel.com) or 407-420-5433.

**<http://www.clubindustryvotes.org/index.php?ht=display/ContentDetails/i/4161612>**



**January 31, 2011**

## **Hebni Nutrition among finalists for Blue Foundation recognition**

By Linda Shrieves, Orlando Sentinel

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The symposium keynote address is at 8:45 a.m. with Lisa Simpson, president and CEO of AcademyHealth, who will discuss "Health Policy and Health Care Reform: the National Perspective."

Morning sessions include:

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- "One Community's Road to Recovery, Hope and Healing" with Marsha Curren, executive director, and others from Susan B. Anthony Recovery Center
- "Childhood Obesity" with Debbie Chang, vice president, policy and prevention, Nemours children's health system
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*Linda Shrieves can be reached at [lsrieves@orlandosentinel.com](mailto:lsrieves@orlandosentinel.com) or 407-420-5433.*

***IEXPO2010.com***  
**January 21, 2011**



Congratulations to The Education Fund, a 2009 Honoree for the Sapphire Award. The Blue Cross Foundation for a Healthy Florida, a philanthropic affiliate of BCBSF, awards the Sapphire Award for recognition & promotion of excellence in community health programming in Florida.

**COLLEGE NOTEBOOK: Jan. 21, 2011**

COMPILED BY KEVIN HARRIS (Weekly stats are from last Thursday to Wednesday.)

*Read more on Evening News and Tribune*

**<http://www.iexpo2010.com/florida-blue-cross.html>**



## health

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Congratulations to the Children's Volunteer Health Network, a 2009 Honoree for the Sapphire Award. The Blue Foundation for a Healthy Florida, a philanthropic affiliate of BCBSF, awards the Sapphire Award for recognition & promotion of excellence in community health programming in Florida.

Video Rating: 0 / 5

## *Financial News & Daily Record*

January 20, 2011

### *City Notes...*

• **Blue Cross and Blue Shield** of Florida's foundation, The Blue Foundation for a Healthy Florida, will present its Sapphire Award symposium and awards presentation on Feb. 17-18 at the Hilton Orlando Bonnet Creek. The annual program honors organizations that demonstrate excellence in addressing community health care needs. The event will include a dinner and reception in honor of The Blue Foundation's 10-year anniversary. Vice President Susan Towler said that since the foundation was incorporated in 2001, it has distributed 280 grants and awards totaling more than \$17 million and serving about 1 million people. The Sapphire Award honors organizations selected by an independent committee comprised of medical, public health and health communication experts from across the country.





January 19, 2011

## The Blue Foundation for a Healthy Florida Presents 2010 Sapphire Award on Feb. 17-18

**Award program honors community nonprofit health organizations for making a difference**



The Blue Foundation for a Healthy Florida is a Florida Blue Cross and Blue Shield licensee. It is an independent licensee of the Blue Cross and Blue Shield Association.

JACKSONVILLE, Fla., Jan. 19, 2011 /PRNewswire/ -- Blue Cross and Blue Shield of Florida's foundation, The Blue Foundation for a Healthy Florida, is presenting its Sapphire Award Symposium and Awards Presentation on Feb. 17-18, 2011, at the Hilton Orlando Bonnet Creek. The annual award program honors organizations that demonstrate excellence in addressing community health care needs. The event will also include a dinner and reception in honor of The Blue Foundation's 10-year anniversary.

(Logo: <http://photos.prnewswire.com/prnh/20050112/NEW019LOGO> )

"This year's Sapphire Award program will be exceptional as we celebrate a decade of improving Florida's health. Since the Foundation was incorporated in 2001, we have distributed 280 grants and awards totaling more than \$17 million and touching the lives of approximately 1 million people," said Susan Towler, vice president, The Blue Foundation. "In my estimation, that is a cause for celebration as we look toward the future and improving the health of Floridians and their communities."

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January 19, 2011

## **The Blue Foundation for a Healthy Florida Presents 2010 Sapphire Award on Feb. 17-18**

**Award program honors community nonprofit health organizations for making a difference**

By: PR Newswire

JACKSONVILLE, Fla., Jan. 19, 2011 /PRNewswire/ -- Blue Cross and Blue Shield of Florida's foundation, The Blue Foundation for a Healthy Florida, is presenting its Sapphire Award Symposium and Awards Presentation on Feb. 17-18, 2011, at the Hilton Orlando Bonnet Creek. The annual award program honors organizations that demonstrate excellence in addressing community health care needs. The event will also include a dinner and reception in honor of The Blue Foundation's 10-year anniversary.

"This year's Sapphire Award program will be exceptional as we celebrate a decade of improving Florida's health. Since the Foundation was incorporated in 2001, we have distributed 280 grants and awards totaling more than \$17 million and touching the lives of approximately 1 million people," said Susan Towler, vice president, The Blue Foundation. "In my estimation, that is a cause for celebration as we look toward the future and improving the health of Floridians and their communities."

The premier state award that recognizes and promotes nonprofit health care programs, The Sapphire Award honors organizations that improve health-related outcomes for Florida's at-risk populations and communities. Honorees - selected by an independent selection committee comprised of medical, public health and health communication experts from across the country - receive a financial award to use toward their community health objectives.

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## Valley News Live - KVLV/KXJB - Fargo/Grand Forks

### January 19, 2011

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**January 19, 2011**

## **The 10-Year Anniversary Event and Sapphire Award Symposium and Awards Presentation presented by Blue Cross and Blue Shield of Florida's Foundation, The Blue Foundation for a Healthy Florida**

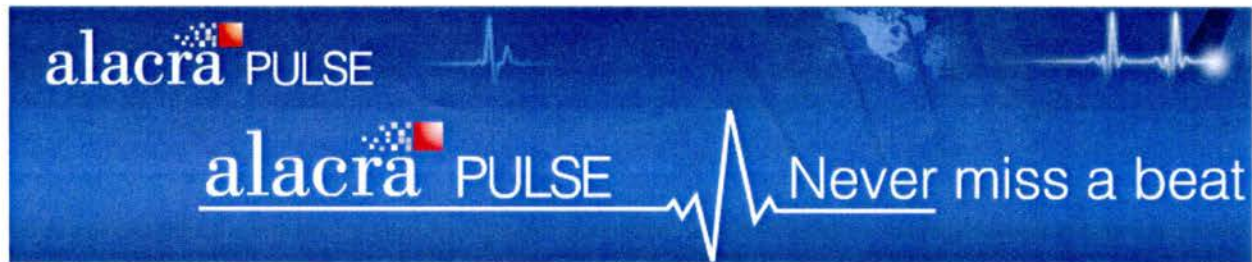
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Date:

02/17/2011 - 12:00pm - 02/18/2011 - 1:30pm

The reception and dinner will include various speakers and presentations, including presentations by the keynote speaker Gary L. Yates, president and CEO of The California Wellness Foundation and by Lisa Simpson, CEO of AcademyHealth. The two-day event honors organizations that demonstrate excellence in addressing community health care needs. The \$50 registration fee covers all activities. Pre-registration is required. Register online at [www.bluefoundationfl.com](http://www.bluefoundationfl.com) or call 1-800-477-3736 ext.63215.

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**January 19, 2011**

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**Chief Pulse Comment by Susan B Towler**

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# *Stuart News*

## November 21, 2010

### **Tykes, Teens is award finalist**

Tykes and Teens has been selected as a finalist for the 2010 Blue Cross

Blue Shield Foundation for a Healthy Florida Sapphire Award. This award is given annually and designed to recognize and promote organizations that have demonstrated excellence and impact in improving the health-related outcomes of Florida's at-risk populations and communities. Tykes and Teens is the first Treasure Coast agency to be honored by the Sapphire Award.

Tykes and Teens was chosen as one of five statewide finalists by an independent selection committee comprised of medical, public health and health communication experts from across the country. The agency was nominated by Paula Friedrich of the Florida Department of Juvenile Justice, mental health clinician Rosana Zapata and Tykes and Teens Board Member and Volunteer Lynn Flynn. A representative from the selection committee visited the Tykes and Teens office in August to interview employees, Board Members, volunteers, funders and collaborating agencies, as well as to review outcome data and statistics.

Tykes and Teens provides mental health counseling and substance abuse prevention and treatment services to Treasure Coast children and adolescents regardless of financial status. Tykes and Teens will be honored at The Blue Cross Blue Shield Foundation for A Healthy Florida Awards Ceremony on Feb. 17 in Orlando, and the level of award recognition will be announced at that event. The honor will include a cash award of up to \$120,000.



# Med student sisters earn Peace Prize nod

Sarah Mancone, Senior Staff Writer

Anyone who watched the shootings at Columbine on the news likely looked on in shock at how something so horrible could have happened in a school. It was out of this shock that two teenage sisters decided to use their voices and take action. Jessica Marrero '07 MD'11 and Shannon Marrero '10 MD'14, of Gainesville, Fla., decided there was "urgency for something to change," Jessica said, and they took it on themselves to make that happen. "We had been watching all of the school shootings on the news," Jessica said. It was "a constant conversation at the dinner table. We didn't want to live like that in fear and anger anymore." Now, the Marreros' efforts to reverse this negative trend in schools have grown from a dinner table conversation in Gainesville to a nomination for a Nobel Peace Prize.

## Getting started

Jessica and Shannon made that change by starting the Partners in Adolescent Lifestyle Support, or PALS, program when they were 15 and 13 years old, while attending Buchholz High School and Fort Clarke Middle School, respectively.

The fact that the sisters went to different schools enhanced the program's development. "With our joint efforts we were really able to expand this program," Jessica said.

The process of getting the programs integrated into the different schools varied for the two sisters because of different school climates.

"I went to an unusual school," Shannon said, of her high school. It was a public school that had an International Baccalaureate program within it, which led to a "very segregated dual education," she said.

The student population was 94 percent African American, yet the students in the IB program were almost all white. "I wanted to unite the community," Shannon said. As a person of Hispanic heritage, Shannon found the separation of these two spheres "a little bit uncomfortable."

Despite the separation, there never was any outward animosity between the two groups, which made people more hesitant in accepting this program. It brought out a lot of race issues and caused a lot of controversy, Shannon said, when convincing the two groups that they were part of one community.

Shannon said that Jessica's school was a more typical high school with more social problems than racial ones. According to Jessica, there had not been too much trouble getting the program into her high school, and "the school was surprisingly supportive."

## The Sapphire Award

In order to fund the program, the Marreros wrote a grant proposal to receive the Sapphire Award from the Blue Foundation for a Healthy Florida, a philanthropic affiliate of Blue Cross and Blue Shield of Florida. This is an "awards program that recognizes excellence in community health in Florida," said Susan Wildes, assistant director of the Blue Foundation.

PALS received the three nominations required for consideration for this award, and the health care professionals chose PALS as the winner. The \$100,000 award was given to help the program "expand into other schools in the county" as well as "develop a manual to share with other schools" to start their own programs, Wildes said.

The PALS program stood out by demonstrating excellence, Wildes said. The grant had extensive data supporting it and good analysis of that data, as well as having partnerships with local schools, colleges and businesses, she added.

"They identified what they needed and went out and got those resources," Wildes said.

## Program expansion

Since its creation, the program has grown significantly by expanding into more schools. Involved schools include A-Quinn Jones Center, Buchholz High School, Eastside High School, Fort Clarke Middle School and Gainesville High School. It is overseen by health care professionals from Shands Vista Behavioral Health, associated with the University of Florida Health Science Center.

"It started out as a teen violence and suicide peer group," Jessica said, but now it also includes groups for students with chronic illnesses and those that have experienced abuse.

There are three main components to the program, said Susan Garcia, PALS program director. One includes intervention services such as crisis intervention, individual counseling and group counseling.

Another component is the educational prevention piece, which involves going into the classrooms and discussing topics such as suicides and violence with the students, as well as eating disorders and substance abuse. After the shooting at Virginia Tech, PALS counselors went to the classrooms and involved the students in a discussion that served as "kind of like a debriefing," Garcia said.

Leadership is the third component, with the program specifically focusing on altruistic leadership in the community. The program does "whatever we can do to promote a sense of community, of inclusiveness," Garcia said. They often look to the "popular" students to provide an altruistic stance, which other students are likely to follow, she said.

Specific programs cater to the differences between school climates, she added.

## Seeing the effects

So far, the program has made "a great difference in children's lives," Garcia said.

It is a "tremendous support system for all the students," said Barbara TenBieg, a PALS counselor at Fort Clarke Middle School. "It permeates the entire campus," she said, adding that one can see the students using the tools that they have learned through PALS within the school setting.

A program for students with diabetes has led to significant improvements in the health of students. Prior to the existence of the program, 12 students with diabetes had each missed around half of the school year due to illness-related absences. After learning how to manage their diabetes, not one of those students missed any school days related to their illness, Wildes said.

There have also been "no suicides or school shootings" in any of the PALS schools since the beginning of the program, Wildes said.

"The whole climate of the school is more positive," TenBieg said. Each student has "learned how to be a friend," she added.

"Instead of silencing the teen and reprimanding them," Jessica said, the program gives the student "a voice to explain what the real issue was behind the behavior."

By meeting weekly with students who are in crisis and are in danger of harming themselves or other people, PALS gives the support the students need, Garcia said.

Students are educated by the schools on how to be mentally and physically healthy, Wildes said.

"Everyone goes through times as they're growing up where they feel isolated or alone," Jessica said. "I definitely felt that way," but also "felt in a strong position personally to address the need I was seeing," she added.

## From Nikki to Nobel

Since its development, the program has been gaining publicity as it has expanded. Notable supporters of PALS include Rep. Cliff Stearns, Sen. William Nelson and the lead in the movie adaptation of Hairspray, Nikki Blonsky.

"She's become a huge advocate for PALS," Jessica said, and has "taken on herself as the kind of really amazing face for PALS."

Blonsky "has experienced marginalization," Shannon said, and as a result felt an "immediate draw to the program."

"The more attention we can draw, the better," Shannon added.

This publicity is certainly taking off, which was made most apparent in the program's nomination for the 2010 Nobel Peace Prize, ultimately awarded to Chinese dissident Liu Xiaobo. The nomination came from the Blue Foundation but had a large number of supporting nominators including Stearns and Nelson.

"My initial reaction was a kind of disbelief and shock," Jessica said. When she was able to wrap her head around it, Jessica said she felt extreme pride in the program and was really excited that the idea she and Shannon came up with is being recognized by a wider audience. Jessica added that she hopes it spurs other teens to start similar programs.

"It really should be given to a whole group of people," Shannon said, acknowledging that the program is able to run because of the school, the donors, the hospital and people involved like Blonsky.

The members of the program felt very honored by the nomination, Garcia said, adding that the award could not be given to one or two people. "We did this as a community," she said.

Garcia said that she hopes it brings these issues to the forefront. "When you look at some of the tragedies in the news right now, kids are hurting," she said, and "act out in desperate ways which can lead to very tragic results."

## Going national

When asked if they would like to see programs like PALS go national, the Marreros, Wildes and TenBieg all emphatically responded in the affirmative.

"It is hugely important and incredibly timely," Jessica said. Many teens are still not being reached out to, she said, and programs like PALS provide "outlets that can lead to positivity and self exploration that don't need to lead to violence, suicide and anger and fear."

"Growing up is hard to do," Wildes said. "If you can get that one kid healthy... they'll take some of that home and share some of those skills with their family."

With the recent economic downturn, families are less able to take care of their children's needs, Garcia said. This can lead to students being no longer able to do programs like cheerleading or soccer that enable them to make social connections and keep busy. Without activities like these, it can be very isolating and depressing, she said.

Often adolescents do not talk to their parents about their problems, Garcia said. PALS provides trained counselors who are separate from a student's friends, families and teachers.

"Our goal locally is to have this program in all schools in our county," Garcia said.

This is definitely a problem that is not confined to only Gainesville, Jessica said. In terms of nationalizing PALS, Jessica said she "would do anything... in order to be involved and get that started."

The sisters also encourage other students to start programs like PALS. "People have so many interesting and exciting ideas," Jessica said, adding that students "would be surprised how many people have been waiting for an idea like this."

Jessica's advice for students is that they should believe in their ideas and vocalize them. Shannon added that students need the direct involvement of the community and have to explain to people how they are affected by problems in their schools in order for this to work.

Currently, both of the Marreros are attending Alpert Medical School. This does not allow the sisters to be as directly involved as they once were. "I get updates," Jessica said, but now she is more an "enthusiastic fan."

"I am so impressed at how expansive it's continued to be," she said, adding that she gives "all the credit recently to those who are running the program now."

"I check up on it," Shannon said, but "it's really self-sufficient."

Their input has not been forgotten, though. Wildes said that the sisters are "what every parent wants their child to be," adding that they are incredibly selfless and "just amazing."

<http://www.browndailyherald.com/med-student-sisters-earn-peace-prize-nod-1.2383395>



Sisters Jessica Marrero '07 MD'11 and Shannon Marrero '10 MD'14 created a nationally acclaimed program for teens as teens themselves.





October 8, 2010

## Shands teen-mentoring program co-founders listed among international nominees for today's Nobel Peace Prize

GAINESVILLE, Fla. (Oct. 8, 2010)—The co-founders of a high school student mentoring program that began 11 years ago in Gainesville were among the 262 official designated nominees for the 2010 Nobel Peace Prize, which was awarded today to Chinese dissident Liu Xiaobo.

The Partners in Adolescent Life Support program, known as PALS, is a fixture in all Gainesville high schools, Fort Clarke Middle School and the A-Quinn Jones Center. In 1999, in response to the bullying that led to the Columbine High School shootings, sisters Jessica and Shannon Marrero, 15 and 13 years old at the time, began their mission. They worked with mental-health professionals at Shands Vista, a behavioral-health hospital that offers inpatient and outpatient adolescent psychiatric care, the University of Florida departments of psychology and psychiatry and the Alachua County school superintendent. PALS program director Susan Garcia, a licensed clinical social worker at Shands Vista, said her team was shocked to hear they were an official Nobel Peace Prize nominee.

"To have our work recognized is phenomenal, but we are thrilled to have the opportunity to raise awareness about the need for mental-health services for middle and high school students," Garcia said.

"There are many at-risk kids who need this kind of support to have successful and fulfilling lives as we've seen in the news recently. At times, our program can be the difference between life and death."

PALS trains peer-mentor teams in the schools to provide support and to promote altruistic, tolerant and nonviolent atmospheres. Graduate students from various mental health training programs provide therapy, counseling classes and crisis intervention.

The sisters now attend Brown University Medical School, where Shannon is a first-year student and Jessica is completing her last year.

The Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida, first nominated the sisters for the Nobel Peace Prize. In 2007, the Blue Foundation awarded PALS a \$100,000 Sapphire Award.

The Blue Foundation's nomination was followed up by supporting nominations from U.S. Rep. Cliff Stearns, U.S. Sen. Bill Nelson, the Florida Office of Drug Control Director Bruce Grant, as well as local school principals, the presidents of Santa Fe College and Brown University, and social scientists at UF, with which Shands HealthCare is affiliated.


Others in support of this nomination included Carol Bosshardt, president of Bosshardt Realty Services and a supporter of PALS throughout the years. She and Bosshardt Realty Services have provided funding for PALS through the annual Bosshardt Realty Services Golf Tournament and other special events.

For more information, please visit [www.shands.org/PALS](http://www.shands.org/PALS). To make a donation to PALS, please visit [www.shandsgiving.org/PALS](http://www.shandsgiving.org/PALS). Or text SHANDS to 85944 to make a one-time \$10 donation.

<http://shands.org/news/archive/NewsDetails.asp?ID=515>



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Discussion

 **Sapphire Award Symposium and Awards presented by The Blue Foundation for a Healthy Florida**

**Registration underway for 10-Year Anniversary Event and Sapphire Award Symposium and Award Presentation**

*Program honors community nonprofit health organizations for making a difference*

Registration is underway for the 10-Year Anniversary Event and Sapphire Award Symposium and Awards Presentation, presented by Blue Cross and Blue Shield of Florida's foundation, The Blue Foundation for a Healthy Florida. The two-day event, which honors organizations that demonstrate excellence in addressing community health care needs, is scheduled for Feb. 17-18, 2011, at the Hilton Orlando Bonnet Creek. Highlights include The Blue Foundation's 10-Year Anniversary reception and dinner with keynote presentation by Gary L. Yates, president and CEO of The California Wellness Foundation, symposium with some of the state's leading health care experts, presentation by national health care reform expert Lisa Simpson, CEO of AcademyHealth, and The Sapphire Award presentation and luncheon. Pre-registration for the event is required. A \$50 registration fee covers all activities. Register online at [www.bluefoundationfl.com](http://www.bluefoundationfl.com) or call 1-800-477-3736, x-63215 for more information.

By [shepherdag](#)  
Member  
1 week ago  
1 Post



January 24, 2011

## Sapphire Award Symposium and Awards Presentation

Thursday, Feb 17 12:00p Friday, Feb 18 8:00 a  
at [Hilton Orlando Bonnet Creek](#), Orlando, FL

This event honors health organizations that demonstrate excellence in addressing community health care needs. Highlights include The Blue Foundation's 10-Year Anniversary reception and dinner with keynote presenter Gary L. Yates, president and CEO of The California Wellness Foundation; symposium with leading health care experts; and the Sapphire Award presentation and luncheon. [read more](#)

Price: \$50

Phone: 1-800-477-3736, x-63215

**Age Suitability:** None Specified

Location & Nearby Info

[Hilton Orlando Bonnet Creek](#)

14100 Bonnet Creek Resort Ln.

Orlando, FL 32830-2202

(407) 597-3600

Tags: [non-profit](#), [awards](#), [award](#), [non profit](#), [community health care](#), [non-profit health care](#), [community awards](#)

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**Creator:** [trshepherd](#)

<http://events.theledger.com/orlando-fl/events/show/162972505-sapphire-award-symposium-and-awards-presentation>



**ZVents.com**  
**January 24, 2011**

## Sapphire Award Symposium and Awards presented by The Blue Foundation for a Healthy Florida

**Feb**  
**18** **Friday, 8:00am**  
**Hilton Orlando Bonnet Creek**  
Orlando, FL (map)

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This event honors health organizations that demonstrate excellence in addressing community health care needs. Highlights include The Blue Foundation's 10-Year Anniversary reception and dinner with keynote presenter Gary L. Yates, president and CEO of The California Wellness Foundation; symposium with leading health care experts; health care reform expert Lisa Simpson; and the Sapphire Award presentation and luncheon. Pre-registration required. [www.bluefoundationfl.com](http://www.bluefoundationfl.com) or 1-800-477-3736, x-63215

For more information, visit [Event Website](#)

### venue + area info

**Hilton Orlando Bonnet Creek**  
14100 Bonnet Creek Resort Ln.  
Orlando, FL 32830-2202  
(407) 527-2000

Neighborhood:  
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<http://www.zvents.com/z/orlando-fl/sapphire-award-symposium-and-awards-presented-by-the-blue-foundation-for-a-healthy-florida--events-162972845>



## Sapphire Award Symposium and Awards presented by The Blue Foundation for a Healthy Florida

### GENERAL EVENT INFORMATION

**Event date:** Friday, February 18, 2011 - 12:00pm - Saturday, February 19, 2011 - 8:00am



Registration underway for 10-Year Anniversary Event and Sapphire Award Symposium and Award Presentation  
Program honors community nonprofit health organizations for making a difference

Registration is underway for the 10-Year Anniversary Event and Sapphire Award Symposium and Awards Presentation, presented by Blue Cross and Blue Shield of Florida's foundation, The Blue

Foundation for a Healthy Florida. The two-day event, which honors organizations that demonstrate excellence in addressing community health care needs, is scheduled for Feb. 17-18, 2011, at the Hilton Orlando Bonnet Creek. Highlights include The Blue Foundation's 10-Year Anniversary reception and dinner with keynote presentation by Gary L. Yates, president and CEO of The California Wellness Foundation; symposium with some of the state's leading health care experts; presentation by national health care reform expert Lisa Simpson, CEO of AcademyHealth; and The Sapphire Award presentation and luncheon. Pre-registration for the event is required. A \$50 registration fee covers all activities. Register online at [www.bluefoundationfl.com](http://www.bluefoundationfl.com) or call 1-800-477-3736, x-63215 for more information.

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#### **Location**

14100 Bonnet Creek Resort Lane  
Orlando, FL 32821  
United States  
See map: [Google Maps](#)

### PRESENTING ORGANIZATION

**Name:** The Blue Foundation for a Healthy Florida

**Phone:** 1-800-477-3736, x-63215

**Web Address:**

[Visit Web site](#)

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## Sapphire Award Symposium and Awards presented by The Blue Foundation for a Healthy Florida

Hilton Orlando Bonnet Creek | 14100 Bonnet Creek Resort Lane | Orlando, FL 32821 [\(See Map\)](#)

### Overview



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**February 17, 2011**

Thursday 8:00am - 9:00pm

**Detail:** Registration underway for 10-Year Anniversary Event and Sapphire Award Symposium and Award Presentation Program honors community nonprofit health organizations for making a difference. Registration is underway for the 10-Year Anniversary Event and Sapphire Award Symposium and Awards Presentation, presented by Blue Cross and Blue Shield of Florida's foundation, The Blue Foundation for a Healthy Florida. The two-day event, which honors organizations that demonstrate excellence in addressing community health care needs, is scheduled for Feb. 17-18, 2011, at the Hilton Orlando Bonnet Creek. Highlights include The Blue Foundation's 10-Year Anniversary reception and dinner with keynote presentation by Gary L. Yates, president and CEO of The California Wellness Foundation; symposium with some of the state's leading health care experts; presentation by national health care reform expert Lisa Simpson, CEO of AcademyHealth; and The Sapphire Award presentation and luncheon. Pre-registration for the event is required. A \$50 registration fee covers all activities. Register online at [www.bluefoundationfl.com](http://www.bluefoundationfl.com) or call 1-800-477-3736, x-63215 for more information.

**Where:**

Hilton Orlando Bonnet Creek  
14100 Bonnet Creek Resort  
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[Event Website](#)

Cost: \$50.00

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**Feb. 17, 2011** Thursday 8:00AM

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### Sapphire Award Symposium and Awards presented by The Blue Foundation for a Healthy Florida

This event honors health organizations that demonstrate excellence in addressing community health care needs. Highlights include The Blue Foundation's 10-Year Anniversary reception and dinner with keynote presenter Gary L. Yates, president and CEO of The California Wellness Foundation; symposium with leading health care experts; health care reform expert Lisa Simpson; and the Sapphire Award presentation and luncheon. Pre-registration required: [www.bluefoundationfl.com](http://www.bluefoundationfl.com) or 1-800-477-3736, x-63215

**Rating:** ☆☆☆☆☆

**When:** Thursday, Feb. 17, 2011   
12:00 PM - 1:30 PM

**Category:** [Community](#), [Health](#)

**Where:** Hilton Orlando Bonnet Creek  
14100 Bonnet Creek Resort Lane  
Orlando, FL 32821

**Pricing:** \$50.00

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Sapphire Award Symposium and Awards  
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Thursday, Feb 17 12:00p  
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This event honors health organizations that demonstrate excellence in addressing community health care needs. Highlights include The Blue Foundation's 10-Year Anniversary reception and dinner with keynote presenter Gary L. Yates, president and CEO of The California Wellness Foundation; symposium with leading health care experts; and the Sapphire Award presentation and luncheon. [read more](#)

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Categories: [Community](#), [Health](#)

Creator: [trshepherd](#)

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January 24, 2011

## Sapphire Award Symposium and Awards Presentation

Thursday, Feb 17 12:00p Friday, Feb 18 8:00 a  
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January 24, 2011

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**Sapphire Award Symposium and Awards presented by The Blue Foundation for a Healthy Florida**

Feb 18, 2011 12:00 pm | Friday to Feb 19, 2011 8:00 am | Saturday

**Venue**

[Hilton Bonnet Creek](#)

14200 Bonnet Creek Resort

Orlando, FL

[Map](#) | [Book hotel](#)

**Details**

Event date: Friday, February 18, 2011 - 12:00pm - Saturday, February 19, 2011 - 8:00am Registration underway for 10-Year Anniversary Event and Sapphire Award Symposium and Award Presentation Program honors community nonprofit health organizations for making a difference Registration is underway for the 10-Year Anniversary Event and Sapphire Award Symposium and Awards Presentation, presented by Blue Cross and Blue Shield of Florida's foundation, The Blue Foundation for a Healthy Florida. The... ([read more](#))

<http://eventful.com/orlando/events/sapphire-award-symposium-and-awards-presented-blue-/E0-001-036464518-8>

Summary			
From: June 2010			
To: April 2011			
Program: Miscellaneous	Number of Clips	Audience	
	28	237,695	
Media outlet	Topic	Audience	Market Region
Florida Philanthropic Network	Grantmaker List	N/A	Statewide
The Donors Forum of Northeast Florida 6/2010	Photo-Jared Skok	N/A	Statewide
Florida Center for Nursing 7/8/10	BF contribution to Addressing Nurse Workforce Issues	N/A	Statewide
Jacksonville Business Journal 7/12/10	Blue Foundation Grant	7,836	Northeast
i-newswire	Get Active Orlando	N/A	National
Healthytips.ore 7/25/10	Education Fund		
South Florida Business Journal online 11/3	The List: Giving Guide 2010	11,933	Southern
ChipleyPaper.com 1/25/11	Health Literacy Grants		Northwest
Health Planning Council of Northeast Florida 1/31/11	Grant Recipient	N/A	Northeast
South Florida Business Journal Book of Lists 1/2011	Honor Roll Listing	60,000	Southern
Jacksonville Magazine	Honor Roll Listing	25,000	Northeast
News & Views 2/17/11	10 years of success	6,000	Statewide
University of Central Florida 2/2011	Blue Foundation Grants	N/A	Central
Interchange Newsletter Feb. Mar/2011	Board of Trustees (S. Towler)	N/A	Statewide
ArtFest Fort Myers (online)	Grants	N/A	Southwest
Florida Center for Nursing 3/2011	Future of Nursing: Campaign for Action	N/A	Statewide
CCNA E-Alert	Future of Nursing: Campaign for Action	N/A	Statewide
Twitter.com	10 year anniversary	N/A	National
News & Views 3/8/11	ERT	6,000	Statewide
News & Views 3/15/11	2011 Leadership Team	6,000	Statewide
Capital Medical Society Newsletter 3/2011	Grants	N/A	Northwest
Capital Medical Society Newsletter 3/2011	CMS Foundation	N/A	Northwest
News & Views 3/2011	Article Comment	6,000	Statewide
US Fed News 3/25/11	UWF Endowment	N/A	National
Florida Times-Union 3/26/11	United Way	108,926	Northeast
Connections (SECF Newsletter) 3/29/11	Wilmer Shields Rich Award	N/A	Statewide
Florida Philanthropic Network April 2011	Wilmer Shields Rich Award	N/A	Statewide
Twitter.com 4/1/11	Wilmer Shields Rich Award	26,151,600	National



***Twitter.com***  
**April 1, 2011**

@FLphilanthropy Kudos to FPN members @NonprofitSRQ, @BCBSFlorida Foundation for @COF\_ national award for excellence in communications: <http://is.gd/IPjTU6>

# Florida Philanthropic Network

*Building Philanthropy to Build a Better Florida*

April 2011



Two FPN members – the **Blue Cross and Blue Shield of Florida Foundation** and **The Community Foundation of Sarasota County** – have been honored for excellence in communications as recipients of 2011 Wilmer Shields Rich Awards. Presented by the Council on Foundations, the awards recognize grantmaking foundations and corporate giving programs across the country for excellence in communication strategies and techniques that advance their grantmaking goals. Both Florida organizations were recognized in the annual or biennial reports category. [[Read More](#)]





**March 29, 2011**

## **SECF Members Honored for Excellence in Foundation Communications**

Several SECF members were winners of the 2011 Wilmer Shields Rich awards, which recognize excellence in foundation communications. Presented by the Council on Foundations, these SECF members were acknowledged for their exceptional work:

### **Blue Foundation for a Healthy Florida (now Blue Cross and Blue Shield of Florida Foundation)**

Silver - Annual or Biennial Reports

### **The Greater New Orleans Foundation**

Gold - Annual or Biennial Reports

Gold - Newsletter

Gold - Websites

### **Community Foundation of Sarasota County**

Gold - Electronic Publications

### **Foundation for the Mid South**

Silver - Electronic Publications

Silver - Websites

### **Hampton Roads Community Foundation**

Silver - Newsletter

### **Winthrop Rockefeller Foundation**

Gold - Electronic Publications

Gold - Websites

## ***Florida Times-Union***

### **March 26, 2011**

*United Way gets over \$25 million;  
It's the most since 2008 and even beat agency's goal of 2% increase*

Justin Sacharoff

As students slowly revealed each number one by one, the sum of \$25,014,192 came into view. The total represents how much the United Way of Northeast **Florida** raised in its 2010-11 fundraising campaign. It marks the most since 2008 before the economic downturn began to take hold.

"They were able to respond because in these recessionary times people see the need for community," said Connie Hodges, the nonprofit's president.

The agency was able to top its goal of a 2 percent increase, raising 3 percent more than last year. Hodges credited corporate leaders and community members, as well as their message of inspiration, at Friday's announcement in front of a crowd of approximately 400 people in the Wyndham Hotel.

Companies such as **Blue Cross** and **Blue Shield of Florida**, CSX and Publix each made million-dollar contributions.

They were three out of hundreds of companies and organizations that led United Way fundraising campaigns.

Many of those companies were honored Friday, with the Summit Awards going to the American Red Cross of Northeast **Florida**, Arizona Chemical and CSX.

"We have a great group of leaders in our community," said campaign chairman Scott Brubaker, a Publix executive.

Brubaker said Jacksonville is investing back into the community.

"Gifts, no matter how small, are going to help citizens in the community," Hodges said.

In the difficult times that many Americans are facing, the United Way said it saw a 61 percent increase in emergency financial assistance calls in 2010.

The \$25 million in contributions becomes even more crucial in this harsh economic climate and will improve the quality of life in Jacksonville, Hodges said.

The agency also announced its upcoming campaign chair people: VyStar Credit Union President Terry West for 2011, Bank of America Market President Greg Smith for 2012 and Times-Union Publisher Lucy Talley for 2013.

Call Justin at (904) 359-4047.

Photo

[Don.Burk@jacksonville.com](mailto:Don.Burk@jacksonville.com) Joshua Daroza, 5, is assisted by Trent Mitchell as he peels off the final number revealing the \$25,014,192 total raised in United Way's campaign.

March 28, 2011



## *US Fed News*

### March 25, 2011

March 25, 2011 Friday 9:07 PM EST

489 words

#### *UNIVERSITY OF WEST FLORIDA EXCEEDS FUNDRAISING GOAL, RAISES \$39 MILLION*

PENSACOLA, Fla., March 25 -- The University of West **Florida** issued the following news release: The most ambitious capital campaign in the history of the University of West **Florida** (UWF) closed on Dec. 31, surpassing its fundraising goal by more than \$4 million and totaling more than \$39.2 million.

With the support of more than 17,000 donors, the Creating Great Futures campaign exceeded its original goal of \$35 million. More than 11,000 people contributed to UWF for the first time during the campaign. "More than 17,000 donations over the past six years made the Creating Great Futures campaign the most successful fundraising campaign in the history of the University of West **Florida**," said President Judith A. Bense. "Not only has the campaign been successful in terms of dollars raised, but more importantly in terms of the impact it has had on our students, faculty, staff and the greater Northwest **Florida** region."

The campaign focused on raising scholarship support for UWF students and enhancing facilities and resources to provide those students with a high-quality education. Notable achievements of the Creating Great Futures campaign include:

- \* Science, Engineering & Technology: Gulf Power Foundation, Inc. pledged a \$200,000 grant to purchase training equipment for UWF's Electrical Engineering Power Lab, representing one of the largest gifts in support of UWF's School of Science and Engineering.

- \* Healthcare: **Blue Cross** and **Blue Shield of Florida** gifted \$600,000 toward an endowment to create a master of science in nursing (MSN) program at UWF. The Agency for Workforce Innovation estimates an additional 878 registered nurses will be needed in Northwest **Florida**, an increase of 3 percent annually until 2012. The MSN program will be a key step in addressing this shortage of nurses in the region.

- \* All-Steinway School designation: Helen Wentworth, in honor of her late husband Warren, committed to purchasing 18 new Steinway grand pianos and uprights to earn UWF the designation of an All-Steinway School, placing UWF's Department of Music among such esteemed institutions as The Juilliard School, Yale University and the Oberlin College Conservatory.

In all, more than 147,700 gifts were made, with six being \$1 million or greater and 54 commitments of \$100,000 or greater. The campaign created 46 new endowments and led to \$6.8 million in scholarship awards, with \$1.6 million awarded to first-generation students.

"The campaign reached its fundraising goal 13 months ahead of schedule, in November 2009, thanks to the generosity of our alumni and friends and support from area businesses and foundations," said Kyle Marrero, vice president of university advancement. "We are overwhelmingly grateful for the broad base of support for UWF, especially during such trying economic times." For any query with respect to this article or any other content requirement, please contact Editor at [htsyndication@hindustantimes.com](mailto:htsyndication@hindustantimes.com)

March 28, 2011

## *News & Views*

### *March 2011*

Article: [First year results of primary care project for mental health patients](#)

Comment Title: Kudos to the BCBSF Foundation for selecting this project!

Comment: Thanks BCBSF Foundation! This is a very valuable program. The folks being helped by this program are part of our world here in Florida. Helping them helps improve our world and we all benefit.

It's tremendously encouraging to see this project move forward with BCBSF assistance. Thank you!



**March 2011**

## Our Lives with the CMS Foundation

*By John Mahoney, M.D., President, CMS Foundation*

When many current members of the CMS Foundation joined the CMS Foundation Board in the early 2000's, our future was in doubt. Our reserves had dwindled to next to nothing, yet



*Dr. John Mahoney,  
President, CMS  
Foundation*

our needs were growing. I attribute our sustained success to the diligent physician members who stayed on board, this rocky ship, contributing their time and personal wealth to maintaining the course and greatly expanding the financial donor pool among individual physicians, large groups and fundraising events.

Yet, this could not have occurred without the elegant baton-waving Executive Director, Karen Wendland, and her incredible professional agents of change staffing the CMS Foundation's projects. BRAVO! Our pride, crème de la crème, the *We Care Network*, grew and prospered. This team expanded needed annual financial support from county and county health departments, Capital Health Plan, Rotary Clubs, United Way, drug companies, pharmacies, local celebrity writers and other Foundations especially the Charles A. Frueauff Foundation. This expansion marked a milestone in our organization's culture. We were now a community-wide Foundation, representing identical goals and aspirations of many non-physician support entities; providing dignified and timely access to quality healthcare in the Big Bend area.

And it did not stop there. The CMS Foundation continued to grow. It expanded its strong support of financially needy FSU Medical Students with guidance from the College of Medicine. The vehicle

of support is the expansile highly successful Holiday Auction, our annual fundraising event which draws strong financial support from physicians, private businesses and individual citizens.

Our *We Care Dental Network* project is a joint effort with 53 local Dentists, health departments and financial grants from local dentists and the Florida Dental Health Foundation. Our Patient Assistance Fund provided direct support for patient's medications, dentures and transportation. We also rewarded financial assistance to similar not-for-profit institutions which met our strict criteria and similar healthcare goals, i.e. Refuge House, the Big Bend Homeless Coalition, Big Bend Hospice and the Ghazvini Center for Healthcare Education.

Your CMS Foundation's aspirations and goals were recognized as among the best in the State with financial awards for excellence for the *We Care Network* and the *We Care Dental Network* from the Blue Foundation for a Healthy Florida.

Of all the boards or committees that I have had the pleasure of elected membership, this is the very best. Yet, even the CMS Foundation Board is changing with the addition of our first community dentist, Dr. James Walton and our first non-physician and attorney, Katrina Rolle. Mrs. Rolle heads up our Strategic Planning Committee. All members continue to give their valuable time, experience and financial resources on behalf of you and your patients.

It doesn't get any better than this! This Board for the CMS Foundation thanks each of you for your continued professional services and financial support.

March 2011

## CMS Foundation Annual Report: 2009-2010

*The mission of the Capital Medical Society Foundation is to support the charitable efforts of physicians and others, increase access to healthcare, promote education and serve the community's health needs through innovative projects that are exemplary, affordable and dignified.*

### Past Year Accomplishments:

#### 1. We Care Network

- ◆ \$2,543,453 in donated specialty medical care by 315 physicians and 5 podiatrist volunteers along with the local hospitals and other health care providers
- ◆ 1,132 referrals were made to volunteer physicians
- ◆ 3,084 patient visits
- ◆ 218 *We Care* physicians have signed up for Sovereign Immunity

#### 2. We Care Dental Network

A component of the We Care Network

- ◆ Received the Sapphire Award "Honorable Mention" and \$25,000 from The Blue Foundation for a Healthy Florida
- ◆ \$130,271 in donated dental care by 53 volunteer dentists
- ◆ 243 referrals were made to volunteer dentists
- ◆ 448 patient visits
- ◆ Conducted 5 Dental Clinic Days at the Leon County Health Department with an average of 30 patients
- ◆ Conducted 1 Saturday Dental Clinic at a private dentist's office with 25 patients seen
- ◆ 28 *We Care* dentists have signed up for Sovereign Immunity

#### 3. Patient Assistance Fund

- ◆ Raised \$18,629
- ◆ \$9,950 donated by the Florida Dental Health Foundation
- ◆ \$8,679 donated by the Leon County Commission
- ◆ \$20,784 spent providing medications, dentures and transportation to *We Care* patients

#### 4. More Simpler Times

- ◆ Dr. Charles Williams has donated proceeds to the *We Care Network* from the sale of his new book and sequel, *More Simpler Times*
- ◆ To date, book sales total \$5,780

#### 5. Grants Awarded to Community Charities

- ◆ \$7,000 to Big Bend Homeless Coalition – funding their Patient Assistance Fund for medical tests and prescriptions
- ◆ \$2,292 bringing the total donation to \$10,000 to the TCC Foundation for the Ghazvini Center for Healthcare Education

- ◆ \$300 to the Junior League of Tallahassee – donation to their Health Education Day for Boys Town North Florida
- ◆ \$200 to the FSU Foundation – donation to their FSU Cares program

#### 6. Holiday Auction

- ◆ Holiday Auction's net profit was \$42,498 – these proceeds benefit all of the CMS Foundation programs
- ◆ 155 local businesses and individuals donated items or sponsorships
- ◆ 18 physician groups became corporate sponsors

#### 7. Scholarships

- ◆ \$30,000 in scholarships to ten 1st and 2nd year FSU medical students
- ◆ \$1,000 *Access to Care Award*, in honor of Robin McDougall presented to FSU-COM student, Nicole McCoy

#### 8. Endowment

- ◆ Grew the Endowment Fund from \$190,419 to \$197,003
- ◆ Grew the Endowment Fund for the *We Care Network*, from \$105,207 to \$147,586
- ◆ Grew the Scholarship Endowment Fund from \$39,130 to \$44,911
- ◆ An endowed fund for the CMS Foundation, established by the local United Way, at the Community Foundation of North Florida currently totals \$7,454

#### We appreciate grants from:

- ◆ AstraZeneca
- ◆ Capital Health Plan
- ◆ Community Human Services Partnership
- ◆ Florida Dental Health Foundation
- ◆ Gadsden County Commission
- ◆ Jefferson County Health Department
- ◆ Leon County Commission
- ◆ Leon County Health Department
- ◆ The Blue Foundation for a Healthy Florida
- ◆ The Charles A. Frueauff Foundation
- ◆ The Perkins Charitable Foundation
- ◆ The Rotary Club of Tallahassee
- ◆ United Way of the Big Bend
- ◆ Wakulla County Commission
- ◆ Wakulla County Health Department





## *News & Views*

### *March 15, 2011*

#### BCBSF Foundation names 2011 leadership team

The BCBSF Foundation, the philanthropic affiliate of BCBSF, has elected new officers to lead its board of directors, added one new board member and reappointed several board members. All members of the board are current or retired BCBSF employees.

The new leadership roster, effective March 1, 2011 is:

##### **Officers**

Chair, **Cyrus M. Jollivette**, senior vice president, Public Affairs Group, Jacksonville

Vice Chair, **Charles S. Joseph**, senior vice president, general counsel and corporate secretary, Jacksonville

Secretary, **Mark S. McGowan**, assistant general counsel, Jacksonville

Treasurer, **Kim W. Read**, senior director, Corporate Accounting, Jacksonville

##### **New board member**

**Joyce A. Kramzer**, senior vice president, Business Operations, Jacksonville

##### **Reappointed board members**

**Dr. Frank C. Astor**, field medical director, Miami

**Michael Cascone, Jr.**, retired chairman and CEO, Jacksonville

**Gary M. Healy**, vice president, Tax Department, Jacksonville

**V. Sheffield "Chip" Kenyon**, director, Product/Services Management, Jacksonville

**Penny S. Shaffer**, market president, Miami

**Darnell Smith**, group vice president, Service Organization, Jacksonville

In other business, the board adopted a new name and new mission for the Foundation. Established in 2001 as The Blue Foundation for a Healthy Florida, the Foundation is now known as the Blue Cross and Blue Shield of Florida Foundation (BCBSF Foundation). The new name prepares the organization for its new, broader mission: to improve the health and well-being of Floridians and their communities.

During 2011, the BCBSF Foundation is commemorating its 10-year anniversary. In its first decade, the BCBSF Foundation has distributed 280 grants and awards to Florida-based, nonprofit health programs that have served the health care needs of more than one million Floridians.

For more information on the BCBSF Foundation, please visit its website at [www.bluefoundationfl.com](http://www.bluefoundationfl.com).

BCBSF and the BCBSF Foundation are also on [Facebook](#) and [Twitter](#).

*News & Views articles are for BCBSF employees and our contingent workforce only. Please do not forward or share with external parties. Failure to comply is a violation of Compass and corporate operating*



# News & Views

March 8, 2011

[Home](#) > [News](#) > [News & Views](#) > [Posts](#) > **BCBSF Foundation Employee Review Team applications**

## BCBSF Foundation Employee Review Team applications

The BCBSF Foundation is looking for volunteers to join the Employee Review Team (ERT). The foundation's grantmaking process includes input from this 18-member team that represents a diverse population of employees from across the state. This assures the foundation is funding organizations with the greatest need and a strong connection to the foundation's purpose.



The ERT meets every six months, at a minimum, to review selected proposals for funding consideration. The team makes funding recommendations to the BCBSF Foundation's Grant Committee. ERT members also work on special projects during the year for the BCBSF Foundation and participate in site visits and check presentations to the selected grantees.

To join the ERT, interested BCBSF employees must complete and submit the [attached application](#) along with a copy of their resume and at least one letter of recommendation from a community organization with which they volunteer, either currently or in the past. Interested employees must also have satisfactory performance appraisals and have their manager's written approval in order to join the ERT.

Employees who are selected to join the ERT are expected to serve a term of three years and attend all required training sessions (April) and meetings (June and December) in Jacksonville or other locations as determined by foundation staff and board of directors. Every month, ERT members are expected to complete a donated work log, which records their hours served and cost of service for accounting purposes. The BCBSF Foundation will reimburse reasonable costs for travel while conducting business for the foundation in accordance with established policies and guidelines.

If you are involved in your community, possess critical competencies, are committed to teamwork and are interested in making a difference in the lives of our fellow Floridians, please complete the attached application and return it to the BCBSF Foundation office by close of business **Monday, March 21, 2011**. Team members will be selected at the end of April.

Send the completed application to:

**Jared Skok**

Senior Manager

Blue Cross and Blue Shield of Florida Foundation

DCC 3-4

Phone: (904) 905-5387

Fax: (904) 301-1974

E-mail: [jared.skok@bcbsfl.com](mailto:jared.skok@bcbsfl.com)

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*Twitter.com*  
March 3, 2011



[@secftweets](#) SECF

Blue Cross and Blue Shield of Florida Foundation celebrates star grantees, 10 year anniversary,  
new name <http://bit.ly/i9cRLC>

***CCNA E-Alert***  
***March 1, 2011***

## ***Campaign for Action*** **Welcomes Ten New State Groups as Regional Action Coalitions**

Ten states have been selected to join five pilot states as Wave II of the Future of Nursing: *Campaign for Action's* Regional Action Coalitions (RACs). Comprised of diverse groups of stakeholders from a variety of sectors, RACs will focus on fostering interprofessional collaboration, ensuring that all health care professionals can practice to the full extent of their education and training, strengthening nurse education and training, and increasing participation of nurses as leaders.

*Campaign for Action* (CFA) is focused on preparing health professionals to lead the changes that will improve the health care system and maximize their contributions overall. CFA's mission is to engage prominent leaders and organizations from government, business, academia and philanthropy in working to ensure that America will have a prepared and effective health care workforce in the 21st century and beyond.

RACs will receive technical assistance from the Center to Champion Nursing in America and the Robert Wood Johnson Foundation to set goals unique to their locations and build relationships with diverse stakeholders at all levels.

The ten new Regional Action Coalitions are: Colorado, Florida, Idaho, Illinois, Indiana, Louisiana, New Mexico, Utah, Virginia, and Washington.

The five pilot states are: California, Michigan, Mississippi, New Jersey, and New York.

[Read more.](#)

Learn more about the [\*Campaign for Action\*](#).

*The Future of Nursing: Campaign for Action is a collaboration created by the Robert Wood Johnson Foundation and the AARP Foundation to ensure that all Americans have access to high quality, patient-centered care in which nurses contribute as essential partners in system-wide transformation.*



# *Florida Center for Nursing*

## March 2011

### FCN Updates & News

Susan Towler, Executive Director of The Blue Cross and Blue Shield Foundation of Florida, and Mary Lou Brunell, Executive Director of the Florida Center for Nursing, will serve as co-leads in building **one of only 15 Regional Action Coalitions (RAC) in the country**. They will work with the sound base of QUIN for nursing as well as funders focused on nursing and health from the Florida Philanthropic Funders. Part of *The Future of Nursing: Campaign for Action*, these long-term partnerships have been convened to move key health care workforce-related issues forward at the local, state and national levels. RACs function as a component of the campaign's field operations. Comprised of diverse groups of stakeholders from a variety of sectors, their mission is focused on fostering interprofessional collaboration, the ability of all health care professionals to practice to the full extent of their education and training, strengthened nurse education and training and the increased participation of nurses as leaders. RACs will further CFA by capturing best practices, determining research needs, tracking lessons learned and identifying replicable models.

The Center **continues to seek support for sustainable funding bills**. Please visit our site to learn more about our [sustainable funding plan](#).



Thank you to our Sponsors  
We couldn't have done it without you!

#### Supporting Sponsors



The City of Fort Myers created the Fort Myers Redevelopment Agency (FMRA) to manage the City's fourteen redevelopment districts. Currently, the City Council, along with the Mayor, serves as the Community Redevelopment Agency Board with oversight of the FMRA. The FMRA produced the art festival that evolved to become ArtFest Fort Myers. The strong support both financially and advisory from the City of Fort Myers and the FMRA continues to be reflected today.



**Publix**

Publix Super Markets is the largest and fastest-growing employee-owned supermarket chain in the United States. Publix and their associates excel in community involvement, volunteerism and a commitment to their market areas and beyond.



The stability and strength of our health care coverage is one way we provide confidence to Floridians. But we also provide hope. Through The Blue Foundation for a Healthy Florida, we provide grants to organizations focused on improving health in our communities.



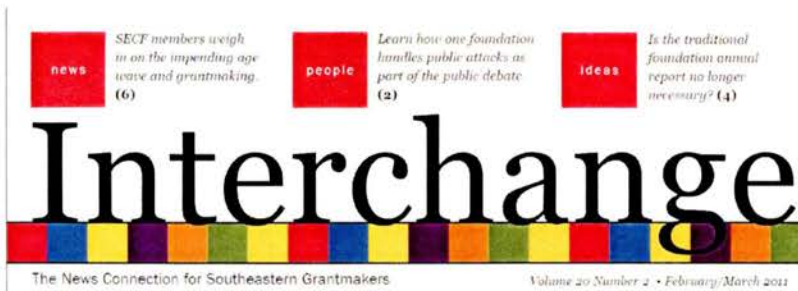
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[Click here for our Sponsor Executive Summary and other sponsor information](#)

#### Our Wonderful Sponsors During The Festival







February/March 2011

## Interchange

*Interchange* is published six times per year by Southeastern Council of Foundations (SECF), for the benefit of its members. Views expressed in *Interchange* are not necessarily the views of all SECF members. We welcome articles, comments and suggestions from members. Address all communications to: *Interchange* c/o Betsey Russell, Southeastern Council of Foundations, 50 Hurt Plaza, Suite 350, Atlanta, Georgia 30303, or betseyrussell@gmail.com. phone 404-524-0911 or 828-505-2476. secf.org

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UNIVERSITY OF CENTRAL FLORIDA  
SPONSORED PROGRAMS

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February 2011

**The Blue Foundation for a Healthy Florida, Inc.**

The Blue Foundation for a Healthy Florida, Inc. is a 501(c)(3) philanthropic foundation that supports community-based solutions that enhance access to quality health-related services for uninsured and underserved Floridians. The Blue Foundation awards up to \$1 million annually in grants during two proposal cycles in the summer and winter. Grants are strategically awarded to diverse, philanthropic solutions that; 1. Improve program capacity and reduce barriers to access, 2. Nurture community health leadership to reinforce local solutions, foster innovation and sustain quality, and 3. Leverage financial, human and other resources to maximize measurable impact. For more information, please go to:  
<http://www.bcbsfl.com/index.cfm?section=visitors&fuseaction=BlueFoundation.home>  
[e](#).

[http://www.research.ucf.edu/SponsoredPrograms/FundingOpportunities/fundopps/Year\\_2011/mar2011/fl\\_deadlines.html](http://www.research.ucf.edu/SponsoredPrograms/FundingOpportunities/fundopps/Year_2011/mar2011/fl_deadlines.html)



***News & Views***  
**February 17, 2011**

Article: [The Blue Foundation celebrates 10 years of success](#)

Comment Title: Re: The Blue Foundation celebrates 10 years of success

Comment: Congratulations to all those who work on or have worked on The Blue Foundation! Over the years, it's been nice to watch the progression & hear about the wonderful things they've been able to achieve. Way to go!!

*Jacksonville Magazine*  
January 2011

# HONOR Roll

## **BLUE CROSS & BLUE SHIELD OF FLORIDA**

**TYPE OF BUSINESS:** Health insurance

**LOCAL EMPLOYEES:** 4,761

**CORPORATE PHILOSOPHY ON COMMUNITY GIVING:** Blue Cross and Blue Shield of Florida (BCBSF) is committed to helping people and communities achieve better health. Through our corporate charitable giving program, employee volunteer program and non-for-profit philanthropic affiliate, The Blue Foundation for a Healthy Florida, BCBSF has a deep commitment to give back to the communities it serves and to promote better health in Florida.

Jacksonville Magazine, January 2011, Duval, Monthly, Circulation: 25,000



# Jacksonville Business Journal Book of Lists

## January 2011

THE

### 40 UNDER 40

Research by Eleanor Snite

Listed in alphabetical order

Name Title	Address	Education	Age as of 4/24/2010	Place of birth	Sample of nonprofit organizations
<b>Lindsey K. Ballas</b> Business development chief, Jacksonville Economic Development Commission	1 W. Adams St., Suite 200, Jacksonville, 32202	University of South Florida, bachelor's in international studies, 2001, & master's in business administration, 2005	33	Tampa	Commercial Real Estate Women board, Riverside Avondale Preservation board, Downtown Vision Inc., Florida Economic Development Council board
<b>Megan Weigel Barrett</b> Doctor of nursing practice, neuroscience, Baptist Neurology - Beaches	1370 13th Ave. N., Suite 215, Jacksonville Beach, 32250	University of Florida, bachelor's in nursing, 1998, master's in nursing, 2000, & doctorate in nursing practice, 2009	34	Washington, D.C.	National Multiple Sclerosis Society North Florida chapter research advocate & clinical advisory committee, International Organization of Multiple Sclerosis Nurses board, Healing Hands, American Red Cross Northeast Florida
<b>Nicholas Campbell</b> Partner, Stonebriar Berry Glicker Purcell & Greenhut PA	841 Prudential Drive, Suite 1400, Jacksonville, 32207	Union College, bachelor's, 2001; University of Miami, juris doctorate, 2004	31	Plymouth, Mass.	Episcopal Diocese of Florida prison ministry, Habitat for Humanity
<b>Mark Carlson</b> Managing director, Carlson Capital Advisors LLC	1520 Sawgrass Village Drive, No. 126, Ponte Vedra Beach, 32082	Attended University of West Georgia	39	Atlanta	Northeast Florida Builders Association board, American Cancer Society, Daniel Foundation, Builders Care of Jacksonville, Habitat for Humanity
<b>Joseph Carnley</b> Private financial adviser, vice president, SunTrust Investment Services Inc.	76 S. Laura St., 20th Floor, Jacksonville, 32202	Florida State University, bachelor's in finance, 1997	36	Destin	First Coast Tennis Foundation board
<b>Cathy Chambers</b> Vice president business development & marketing, Cornerstone Regional Development Partnership, Jacksonville Regional Chamber of Commerce	3 Independent Drive, Jacksonville, 32202	Miami University (Ohio), bachelor's in public administration, 1996; Xavier University, master's in business administration, 2001	35	St. Louis	Leadership Jacksonville Class of 2010, Northeast Florida Regional Council First Coast Vision economic development committee, Urban Land Institute Region First 2060, Thunderbolt Elementary School Parent Faculty Association
<b>Jennifer Chapman</b> Director of public affairs, regional site leader, Fidelity Investments	4601 Touchton Road E., Building 400, Suite 4100, Jacksonville, 32246	Miami University (Ohio), bachelor's in marketing, 1995; Nova Southeastern University, master's in business administration, 2000	35	Cincinnati	Building Engaged Leaders in Learning co-chair, Junior League of Jacksonville Inc. treasurer, Jacksonville Community Council, Leadership Jacksonville
<b>Mark Chesser</b> President, Suddath Relocation Systems of Jacksonville	8743 Western Way, Jacksonville, 32256	University of North Florida, bachelor's in business administration, 1998	36	Jacksonville	Not applicable
<b>Christopher Cobb</b> Shareholder, Tritt Henderson	707 Peninsular Place, Jacksonville, 32204	University of North Florida, bachelor's, 1997; Florida Coastal School of Law, juris doctorate, 2001	35	Pompano Beach	Associated Builders & Contractors Inc., Florida Bar real property & trust law section
<b>Charles G. Cox</b> Vice president, Seavin Inc., San Sebastian Winery	157 King St., St. Augustine, 32084	Attended Auburn University	39	Tallahassee	St. Johns County Visitors & Convention Bureau chair, St. Johns County Chamber of Commerce, St. Augustine Lighthouse, St. Augustine Attractions Association
<b>Sonya Jean Dominguez M.D.</b> Medical director, site coordinator, St. Vincent's HealthCare	2627 Riverside Ave., Jacksonville, 32204	Brown University, bachelor's in psychology, 1995, & medical doctorate, 2002	37	Corpus Christi, Texas	Reach Out and Read Florida Coalition board, Brown University Alumni Schools Committee, Special Olympics volunteer physician for sports physicals
<b>Dawn Dorsey</b> Senior vice president, business services team leader, BB&T Corp.	200 W. Forsyth St., No. 200, Jacksonville, 32202	University of Florida, bachelor's in business administration, 2006	36	Miami	Women's Board of Wolfson Children's Hospital, Wolfson Children's Hospital Arts & Antique Show committee chair
<b>Paul Eason</b> Assistant professor, University of North Florida, School of Engineering & President, e4 Consulting Inc.	Building 50, Room 2500, 1 UNF Drive, Jacksonville, 32224	University of Florida, bachelor's in materials science & engineering, 1995, & doctorate in materials science & engineering, 1998	38	Jacksonville	Engineers Without Borders student chapter faculty adviser, University of North Florida Foundation
<b>Pamela Nix Elms</b> Director of marketing, Downtown Vision Inc.	214 N. Hogan St., Suite 120, Jacksonville, 32202	University of Georgia, bachelor's in education, 1995	36	Brooklyn, N.Y.	Junior League of Jacksonville, American Cancer Society, Jacksonville Public Library Foundation, Visit Jacksonville marketing & public relations committee
<b>Curtis Engler</b> President, CEO, AllTr8 International Inc.	6805 Belfort Oaks Place, No. 230, Jacksonville, 32216	University of Florida, bachelor's in business administration & marketing, 1995	39	Louisville, Ky.	Not applicable
<b>Obie Fernandez</b> CEO, Hashrocket	320 N. First St., Suite 712, Jacksonville Beach, 32250	Not applicable	35	Belville, N.J.	From U.S. With Love charity golf tournament, Team Gaia board The Artemis Project, GrowFL
<b>Dennis Ginder</b> Division president, Mattamy Homes Jacksonville	7800 Belfort Parkway, Suite 200, Jacksonville, 32256	University of North Florida, bachelor's in construction management, 1995	39	Olney, Ill.	St. Augustine/St. Johns Habitat for Humanity board, Daniel Memorial, St. Johns Builders Council, Northeast Florida Builders Association board
<b>Marcus Haile</b> Development director, PACE Center for Girls	1 W. Adams St., Suite 301, Jacksonville, 32202	University of North Florida, bachelor's, 1994, & master's in public administration, 2006	38	Bryan, Texas	Jacksonville Community Council Inc., Jacksonville Kids Coalition, Nonprofit Center of Northeast Florida
<b>Tom Helm</b> Marketing director, Rogers Towers PA	1301 Riverplace Blvd., Suite 1500, Jacksonville, 32207	University of North Florida, bachelor's in communications & public relations, 1997	36	Altus, Okla.	Legal Marketing Association Southeastern Chapter board, International Association of Business Communicators, Cummer Museum of Art and Gardens
<b>Nathaniel Herring</b> Jacksonville city president, Fifth Third Bank	9716 San Jose Blvd., Jacksonville, 32257	University of North Florida, bachelor's in business administration, 1993; Wake Forest University, master's in business administration, 2005	39	Jacksonville	Baptist Medical Center Beaches board, Wake Forest Schools of Business Board of Visitors, Kappa Alpha Psi fraternity Jacksonville alumni
<b>Andrew King</b> General manager, Republic Services of Northeast Florida	8619 Western Way, Jacksonville, 32256	Ripon College, bachelor's, 1994; Valparaiso University School of Law, juris doctorate, 1998	37	Oshkosh, Wis.	Cathedral of the Arts board, Junior Achievement Jacksonville board, Boselli Foundation, Keep Jacksonville Beautiful, Jacksonville Regional Chamber of Commerce Cornerstone board
<b>Jason Lang M.D.</b> Pediatric pulmonologist, Nemours Children's Clinic	807 Children's Way, Jacksonville, 32207	Dartmouth College, bachelor's, 1993; University of Vermont College of Medicine, 1998, medical degree	38	Burlington, Vt.	Healthy Jacksonville Asthma Coalition, Community Asthma Partnership at Wolf-on, American Lung Association Northeast Florida, The Sulzbacher Center
<b>Shelley Leonard</b> Senior vice president consumer lending, Lender Processing Services Inc.	601 Riverside Ave., Jacksonville, 32204	University of Tulsa, bachelor's in business administration, 1993; Jacksonville University, master's in business administration, 2008	39	Little Rock, Ark.	Malivai Washington Kids Foundation, Cystic Fibrosis Foundation, United Way, Downtown Ecumenical Services Council
<b>Sarah Markman</b> Director of family services, Family Support Services	4057 Carmichael Ave., Building 3000, Suite 101, Jacksonville, 32207	University of North Florida, bachelor's in criminology & psychology, 1999	34	Newport, R.I.	The Foster Closet, City Rescue Mission, The Sulzbacher Center, Dreams Come True, St. Jude Children's Research Hospital
<b>Broker McCarthy</b> Broker, owner, Lifestyles Realty Web Inc.	2447 S. Third St., Jacksonville Beach, 32250	Roanoke College, bachelor's, 2004	27	Geneva, N.Y.	Big Brothers Big Sisters of Northeast Florida, Northeast Florida Association of Realtors Leadership Council, Communities in Schools
<b>Hope McMath</b> Director, The Cummer Museum of Art and Gardens	829 Riverside Ave., Jacksonville, 32204	Jacksonville University, bachelor's, 1992, & master's in teaching, 1996	39	Jacksonville	Very Special Arts of Florida board, Leadership Jacksonville, Arts for A Complete Education/Jacksonville founding member
<b>Michael O'Leary</b> President, The Grimes Cos.	600 N. Ellis Road, Jacksonville, 32254	Not applicable	37	Pensacola	Rotary Club of Jacksonville, International Warehouse and Logistics Association
<b>Ilona Olayan</b> Director of marketing, ILD Corp.	5000 Sawgrass Village Circle, Suite 30, Ponte Vedra Beach, 32082	Attended Roger Williams University	37	Hackensack, N.J.	Tom Coughlin Jay Fund Foundation, Marsh Landing Country Club Homeowners Association board treasurer, JT Townsend Irrevocable Trust
<b>Michael Fox Orr</b> Shareholder, The Law Offices of Carl D. Dawson PA & Michael Fox Orr P.C.	233 E. Bay St., Suite 1010, Jacksonville, 32202	East Carolina University, bachelor's in finance & philosophy, 2002; Florida Coastal School of Law, juris doctorate, 2005	30	Nashville, Tenn.	Special Olympics of Duval County, Family Nurturing Center of Florida Inc., Up & Cummers at Cummer Museum of Art & Gardens membership chair, Jacksonville Bar Association, Keep Jacksonville Beautiful
<b>Ned Peverley</b> Senior vice president corporate strategy, Acosta Sales & Marketing	6600 Corporate Center Parkway, Jacksonville, 32216	Duke University, bachelor's in engineering, 1994; Northwestern University, master's in business administration, 2001	37	Baltimore	United Way of Northeast Florida chair, Sherwood Smith Award Committee, & Stein Fellow, Big Brothers Big Sisters of Northeast Florida, Christ Episcopal Church vestry member
<b>F. Douglas Recker</b> CEO, founder, Colo5 LLC	4800 Spring Park Road, Jacksonville, 32207	Not applicable	38	Cincinnati	Ponte Vedra Palm Valley/Rawlings Elementary School, Tom Coughlin Jay Fund Foundation assistant chair
<b>Jeff Riber</b> Realtor, ERA Davis & Linn	4540 Southside Blvd., No. 902, Jacksonville, 32216	Liberty University, bachelor's in finance, 2004	27	Spartanburg, S.C.	East Pointe Church youth worker, Upward Sports Ministries basketball coach, New York City Ministries group leader, Muscular Dystrophy Association
<b>Cindy Rose</b> Partner, KPMG LLP	1 Independent Drive, Suite 1100, Jacksonville, 32202	George Washington University, bachelor's in accounting, 1992; George Mason University, master's in accounting, 1993	39	Fort Lauderdale	The Children's Christmas Party of Jacksonville treasurer, United Way, American Heart Association of Northeast Florida
<b>Robert W. Selton III</b> Senior vice president, Colliers Dickinson	1 Independent Drive, Suite 2401, Jacksonville, 32202	Rollins College, bachelor's in economics & environmental studies, 1994	38	Winter Park	Amelia Island Youth Soccer Club, Westside Soccer Club, Jacksonville Youth Soccer Club, Riverside Presbyterian Day School, Salvation Army, Habitat for Humanity
<b>Tim Shea</b> Major gifts officer, Community Hospice of Northeast Florida	4266 Sunbeam Road, Jacksonville, 32257	Florida State University, bachelor's in political science with minor in communications, 1998	34	Jacksonville	The Players Volunteer Committee assistant chair, Association of Fundraising Professionals, Camp Healing Powers, Community PedsCare, Hendricks Avenue Baseball Association
<b>Erik Simonson</b> Chief operating officer, Deutsche Bank Jacksonville	5022 Gate Parkway, Suite 400, Jacksonville, 32256	The Johns Hopkins University, bachelor's, 1999; New York University Stern School of Business, master's in business administration, 2005	32	Santa Monica, Calif.	Jacksonville Public Library Foundation board, Cathedral Arts Project board, Cummer Museum of Art & Gardens Very Special Arts festival, Cultural Council of Greater Jacksonville
<b>Jared Thomas Skok</b> Senior manager, The Blue Foundation for a Healthy Florida, Blue Cross and Blue Shield of Florida Inc.	4800 Deerwood Campus Parkway, DCC 3-4, Jacksonville, 32246	The George Washington University, bachelor's, 1995, & master's in public administration with focus on nonprofit management & communications, 1997	37	Buffalo, N.Y.	LBG Research Institute co-founder, Florida Council on Economic Education advisory board, Jacksonville Regional Chamber of Commerce board, Cummer Museum of Art and Gardens, American Diabetes Association board
<b>Cecily Sorensen</b> Director of corporate communications, Firehouse Subs	3400-B Kori Road, Jacksonville, 32257	Florida State University, bachelor's in communication, 1999, & master's in communication, 2000	33	Jacksonville	Florida Public Relations Association president-elect, Jewish Family Community Services, Firehouse Subs Public Safety Foundation
<b>Brogan Taylor</b> Senior area manager, Cisco Systems Inc.	13901 Sutton Park Drive S., Suite 300, Jacksonville, 32224	University of Florida Warrington College of Business, bachelor's in finance & marketing, 1998	34	Not applicable	Not applicable
<b>Lee D. Wedekind III</b> Shareholder, Smith Hulsey & Busey	225 Water St., Suite 1800, Jacksonville, 32202	Wake Forest University, bachelor's in English, 1999; University of Richmond, juris doctorate, 2003	33	Jacksonville	Jacksonville Bar Association young lawyers section, St. Mark's Episcopal Church, Florida Skin Cancer Foundation, Duval County Special Olympics

Source: Individuals  
Information current as of April 2010.

This list first appeared in The Business Journal on April 23, 2010.

It is not the intent of this list to endorse participants or imply that a listing indicates quality. Every attempt is made to ensure the accuracy and thoroughness of this list.  
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# HEALTH PLANNING COUNCIL OF NORTHEAST FLORIDA

January 31, 2011

## Clay County White Paper Released



Clay County recently completed and released the 2010 Community Needs Assessment report. One of the Call to Action goals was to hold a summit to

address both the assets and deficits of the safety net services in Clay County. As a means to address these issues, the Health Planning Council of Northeast Florida received a grant from The Blue Foundation for a Healthy Florida to organize a one-day Health Care Summit for leaders and decision makers in Clay County. Over 50 stakeholders convened at the Thrasher Home Center in Middleburg for a full day of education, networking and developing community solutions for addressing Clay County's uninsured.

The Health Planning Council reconvened with the group on Thursday, January 20, 2011. At this event, Dr. Dawn Emerick released the [White Paper - Establishing a Clay County Safety-Net System for the Uninsured: One Community's Call to Action](http://www.hpcnef.org/publications/health-needs-assessments/). You can view the White Paper on the HPC website at <http://www.hpcnef.org/publications/health-needs-assessments/>.



January 25, 2011

## Health Literacy Grants Available to Literacy Organizations in Florida

ORLANDO, Fla. - Grant proposals are being accepted for the third year of the Florida Health Literacy Initiative. The Florida Health Literacy Initiative is a partnership between Blue Cross and Blue Shield of Florida (BCBSF) and the Florida Literacy Coalition (FLC). This Initiative works to provide health-education resources for local adults in English for Speakers of Other Languages (ESOL) and family literacy programs so that students make informed choices about their health and nutrition. The cornerstone of this three-year statewide initiative is a mini-grants program that will award twenty grants of \$5,000 each in May 2011.

Health literacy skills and health communication are a struggle for most people in the United States. Nearly 90 percent of English-speaking adults struggle to utilize health information available in health care facilities, retail outlets, the media and communities, according to the U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion. Non-native speakers of English, adults over the age of 65, recent refugees and immigrants and people with less than a high school degree or GED, in particular, are more likely to experience limited health literacy.

People who lack health literacy skills are much more likely to take medications incorrectly, be hospitalized and spend more time in the hospital than people with higher health literacy. The potential for savings and better health are significant. Adult education, literacy and family literacy programs can play an important role in helping people to acquire these skills.

"We are so pleased with the positive outcomes in the first two years of our health literacy initiative," said Susan Towler, executive director, Community Affairs, BCBSF. "By partnering with the Florida Literacy Coalition and supporting this grant program, BCBSF is fulfilling its commitment of helping people and communities achieve better health."

Last year BCBSF and FLC were proud to award 16 organizations with health literacy mini-grants. The third year of funding will reflect a combination of new grants and renewal grants, allowing current programs to continue and build upon their ongoing efforts.

"More than 2,600 students and families were served by this program in its inaugural year, with student health literacy assessment scores improving by an average of 42 percent," said Greg Smith, executive director of FLC. "This initiative reflects Blue Cross and Blue Shield of Florida's outstanding commitment to helping adult learners develop the skills they need to be informed health advocates for themselves and their children."

The application and guidelines are available on the Florida Literacy Coalition's website at [www.floridaliteracy.org](http://www.floridaliteracy.org). Proposals must be received by February 23, 2011. For questions, please contact Naomi Soto at (407) 246-7110 ext. 209, or via e-mail at [soton@floridaliteracy.org](mailto:soton@floridaliteracy.org).

***South Florida Business Journal***  
**November 3, 2010**

## **The List: Giving Guide 2010**

**South Florida Business Journal - by Amy Limbert**

Date: Wednesday, November 3, 2010, 10:27am EDT

Read more: [The List: Giving Guide 2010 | South Florida Business Journal](#)

Food for the Poor is ranked first on the *South Florida Business Journal's* list of largest charitable organizations, as published in the 2010 Giving Guide on Oct. 29.

Coconut Creek-based Food for the Poor was ranked first based on its nearly \$1.1 billion in total revenue.

Also in the top 5 are:

American Nicaraguan Foundation, Miami

Family Central, North Lauderdale

Cross International Catholic Outreach, Boca Raton

Community Blood Centers of South Florida, Lauderhill

The complete list includes 25 organizations with contact information.

Newcomers to this year's list include Cross International Catholic Outreach, Early Learning Coalition of Palm Beach County in Boynton Beach and John Knox Village of Florida in Pompano Beach.

The [Bank of America Charitable Foundation](#) is ranked first on the list of corporate giving/corporate philanthropy, which was also published in the Giving Guide. The Charlotte, N.C.-based foundation was ranked first based on its \$4.4 million in cash contributions to South Florida charities in 2009.

Rounding out the top 5 are:

[AutoNation](#), Fort Lauderdale

[Blue Cross](#) and Blue Shield of Florida, Jacksonville

[Greenberg Traurig](#), Miami

The Blue Foundation for a Healthy Florida, Jacksonville

The complete list includes 25 companies and corporate foundations with contact information.

Newcomers to the list include AutoNation, Greenberg Traurig, [American Express](#) and [Burger King Holdings](#).

For information on subscribing to the print edition, which is also available online to subscribers only, please click [here](#).

For more information about our lists, please contact me at [alimbert@bizjournals.com](mailto:alimbert@bizjournals.com).

Read more: [The List: Giving Guide 2010 | South Florida Business Journal](#)

**<http://www.bizjournals.com/southflorida/blog/2010/11/the-list-giving-guide-2010.html>**



*HealthyTips.org*  
July 25, 2010

## Blue Foundation Ed Fund Award Video



The Education Fund won the prestigious 2009 Sapphire Award along with \$100000 from the Blue Foundation for a Healthy Florida at a ceremony held Dec. 2 in Orlando. Recognized for its Plant A Thousand Gardens Collaborative Nutrition Initiative (CNI) school gardens program, The Education Fund was one of two nonprofits selected for the top honor and the sole Miami-Dade County recipient of the Sapphire, the only statewide award that recognizes nonprofit organizations for demonstrating excellence in addressing health disparities within their communities. CNIs seed-to-table schoolyard edible gardens program was created three years ago to counter the alarming rate of childhood obesity, diabetes and other conditions due to poor nutrition literacy and eating habits among at-risk students in Miami-Dade County Public Schools (M-DCPS). Students plant, maintain and harvest vegetable gardens over the school year while relating the lessons in the garden to multidisciplinary classroom exercises. Parents take part in planting and attend workshops on preparing healthy meals. Positive data from CNI participants shows an 80% increase in children who report eating vegetables with lunch and that 88% of parents are preparing healthier foods. CNI has expanded to 25 Miami-Dade County Public Schools in 2009 with plans to be implemented in every elementary school within two years.

[Reduce Heart Disease with Snacks – The Right Balance Makes All the Difference](#) »Tags: [Award](#), [Blue](#), [Foundation](#), [Fund](#), [VIDEO](#)

This entry was posted on Sunday, July 25th, 2010 at 7:24 pm and is filed under [Healthy Meals](#). You can follow any responses to this entry through the [RSS 2.0](#) feed. You can [leave a response](#), or [trackback](#) from your own site.

<http://healthy-tips.org/blue-foundation-ed-fund-award-video/>



**July 19, 2010**

## **Central Florida's Healthiest Workplace Award Winners Announced**

**Three winners have been selected from the 25 applicants for the inaugural Central Florida Healthiest Workplace Awards, sponsored by Get Active Orlando.**

([I-NewsWire](#)) July 19, 2010 - The inaugural Healthy Workplace Awards, sponsored by Get Active Orlando (GAO) to recognize Central Florida's healthiest workplaces, attracted 25 area businesses and organizations touting their healthy initiatives for their respective employees.

Although there could only be one winner in each of three categories, which were based on the number of healthy workplace initiatives in place, GAO will thank all applicants with a special reception at City Hall on August 11, 2010, at 5:30 p.m.

### **First Place - Gold Division: City of Orlando**

The City of Orlando has set the gold standard for employee health and wellness practices. A trendsetter in this arena, the city has had an employee wellness program in place since 1984. It staffs a full time Wellness Coordinator, free online health coaching, and a medical staff that provides individual consultations. In addition, more than 32 employee volunteers, dubbed Wellness Champions, are spread throughout the city "championing" the healthy workplace cause.

### **First Place – Silver Division: City of Casselberry**

One way to get employees on the health-conscious bandwagon is offering cold, hard cash. City employees can earn \$50-\$200 for meeting preset goals as part of the city's Health Incentive Program in partnership with Florida Hospital. Employees are benchmarked and then work toward certain healthier lifestyle goals.

### **First Place – Bronze Division: Orlando Regional Realtor Association**

The Orlando Regional Realtor Association (ORRA) is relatively new to employee health initiatives, recently forming its first Employee Wellness Committee to develop healthy programs. ORRA conducts bi-monthly wellness meetings to discuss healthy living practices and hosts personal training seminars for employees.

Since 2002, Get Active Orlando has undertaken the vital role of encouraging local businesses to take the reigns in promoting a healthy lifestyle. This year GAO partnered with We Care magazine and the Blue Cross Blue Shield Foundation in the area-wide Healthy Workplace Awards campaign to find and award the healthiest businesses based on a wide range of active living-related criteria.

For a list of all 25 applicants, visit [www.getactiveorlando.com](http://www.getactiveorlando.com).

Now in its seventh year of operation, Get Active Orlando, which operates as an active-living advisory board to the City of Orlando, is made possible by funding from the Robert Wood Johnson Foundation, Blue Cross Blue Shield Foundation, and National Institute of Health.



# JACKSONVILLE Business Journal

July 12, 2010

*A link to the article appears under "Latest News" on the homepage.*

JACKSONVILLE NEWS

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***Florida Center for Nursing Newsletter***  
**July 8, 2010**

**The Blue Foundation for a Healthy Florida Contributes to the FCN**

The Center Board of Directors and Staff would like to sincerely thank and recognize The Blue Foundation for a Healthy Florida for their contribution of \$50,000 in support of the Center's work of "Addressing Nurse Workforce Issues for the Health of Florida." The Blue Foundation for a Healthy Florida, Inc., is the philanthropic affiliate of Blue Cross and Blue Shield of Florida created in 2001 as a 501(c)(3) philanthropic foundation that supports community-based solutions that enhance access to quality health-related services for Floridians, particularly the uninsured and underserved.



# THE DONORS FORUM

OF NORTHEAST FLORIDA  
promoting effective giving

## QUARTERLY REPORT

JUNE 2010

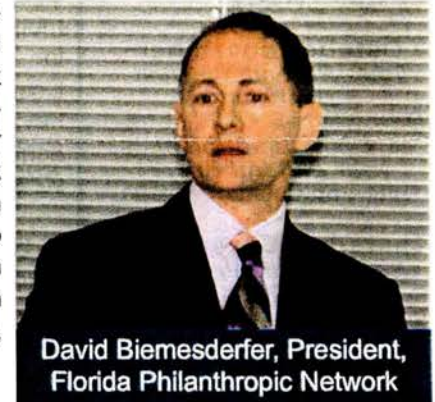
AN UPDATE FOR PHILANTHROPISTS IN NORTHEAST FLORIDA

### OUR MISSION

The Donors Forum of Northeast Florida creates a network to promote and strengthen philanthropy in our region. It seeks to inspire individual philanthropists, corporate donors, private and community foundations to share collective knowledge, explore the responsibilities of ethical grantmaking, develop a voice for promoting philanthropy and encourage collective action as appropriate to its members' respective philanthropic goals.

### FLORIDA PHILANTHROPIC NETWORK SERVES AS CATALYST FOR COLLABORATIVE ACTION

The Florida Philanthropic Network is a statewide association of grant-makers committed to promoting philanthropy, fostering collaboration and advancing public policy—*by Florida, in Florida*. Key policy decisions that affect our local communities often are made by senators and representatives in Tallahassee and Washington, DC, many of whom have little or no knowledge of the nonprofit and philanthropic sectors. The Network provides opportunities for funders around the state to collectively learn about issues, collaborate in educating our political leadership, develop effective statewide programs and leverage resources to effect change. In addition, the Network offers skillbuilding opportunities; conducts research on Florida philanthropy, public policy and advocacy; and provides news, information and leadership to strengthen philanthropy.



David Biemesderfer, President, Florida Philanthropic Network

With the severe budget crises being faced by many states and the nation as a whole, elected officials are considering new fees and taxes on the philanthropic and nonprofit sectors, such as eliminating property and sales tax exemptions, proposing substantial budget cuts at the local, state and federal levels to nonprofit organizations, recommending increased governmental oversight of the nonprofit sector and considering increased governmental regulations on philanthropy. FPN serves as a voice for Florida's philanthropic and nonprofit sectors to protect their interests.

Working together, the foundations in the state successfully convinced the Governor and the state legislature to take a definitive stand against efforts to impose funding, reporting, and operating regulations on the foundations in the state. Also, realizing that many of the challenges faced by our education systems are the result of policies created by the state legislature, the Florida Philanthropic Network has developed a task force to explore ways philanthropy can effectively work to improve education in the state and advance policies that will address student performance and graduation rates.



Jarred Skok (Blue Foundation for a Healthy Florida) and Nina Waters (President, The Community Foundation in Jacksonville)



Ryan Schwartz (Zurich Insurance) and Emily Smith (Emily Balz Smith Foundation)



Grace Sacerdote (Executive Vice President, The Community Foundation in Jacksonville), Pam Kelly and Windi Kapugia (Rayonier Foundation), and David Biemesderfer (President, Florida Philanthropic Network)



## Top 50 Florida Grantmakers by Grants Paid, 2008

Florida's 50 largest grantmakers ranked by total grants paid in 2008<sup>1</sup>.

Grantmaker	Grants Paid	City	Fiscal Year End <sup>1</sup>
1. John S. and James L. Knight Foundation	\$116,206,414	Miami	12/31/08
2. Turner Global Foundation	\$50,000,000	Lamont	12/31/08
3. Arison Arts Foundation	\$36,488,271	Coral Gables	12/31/08
4. Flight Attendant Medical Research Institute	\$34,572,010	Miami	9/30/08
5. The Florida Bar Foundation	\$33,324,179	Orlando	6/30/08
6. Publix Super Markets Charities	\$30,023,701	Lakeland	12/31/08
7. Arthur S. DeMoss Foundation	\$27,625,178	West Palm Beach	12/31/08
8. The Lillian Jean Kaplan Foundation	\$26,845,150	Stuart	12/31/08
9. Wallace H. Coulter Foundation	\$21,059,549	Miami	9/30/08
10. Ted Arison Family Foundation USA	\$18,897,723	Miami	12/31/08
11. The Community Foundation in Jacksonville	\$16,600,000	Jacksonville	12/31/08
12. Jessie Ball duPont Fund	\$14,047,354	Jacksonville	12/31/08
13. Community Foundation of Tampa Bay	\$13,700,000	Tampa	6/30/08
14. The Batchelor Foundation <sup>2</sup>	\$11,883,580	Miami Beach	6/30/08
15. Nanci's Animal Rights Foundation	\$10,605,000	Boca Raton	6/30/08
16. Koch Foundation	\$10,603,227	Gainesville	3/31/09
17. Vincent A. Stabile Foundation	\$10,169,975	Naples	12/31/08
18. The Abramson Family Foundation	\$9,594,850	Jupiter	6/30/08
19. Thomas J. and Sandra L. Usher Charitable Foundation	\$9,270,930	Bonita Springs	12/31/08
20. Dade Community Foundation	\$8,938,417	Miami	12/31/08
21. Dr. Phillips Charities <sup>3</sup>	\$8,855,474	Orlando	8/31/08 & 5/31/09
22. Gulf Coast Community Foundation of Venice	\$8,600,000	Venice	6/30/08
23. Allegany Franciscan Ministries	\$8,490,000	Palm Harbor	12/31/08
24. Huizenga Family Foundation	\$8,375,011	Fort Lauderdale	12/31/08
25. The Arthur Vining Davis Foundations	\$8,320,445	Jacksonville	12/31/08
26. Health Foundation of South Florida	\$7,466,695	Miami	12/31/08
27. Theodore R. & Vivian M. Johnson Scholarship Foundation	\$7,359,144	West Palm Beach	12/31/08
28. The Community Foundation of Sarasota County	\$7,310,587	Sarasota	5/31/09
29. Quantum Foundation	\$7,168,000	West Palm Beach	12/31/08
30. The Blue Foundation for a Healthy Florida, Inc./Blue Cross and Blue Shield of Florida <sup>2</sup>	\$6,971,849	Jacksonville	12/31/08
31. Community Foundation for Palm Beach and Martin Counties	\$6,812,000	West Palm Beach	6/30/08
32. Helios Education Foundation <sup>4</sup>	\$6,443,779	Tampa	9/30/08
33. Eckerd Family Foundation	\$6,421,937	Tampa	6/30/08
34. Dunn's Foundation for the Advancement of Right Thinking	\$5,932,700	Stuart	3/31/09
35. Darden Restaurants, Inc. Foundation	\$5,807,144	Orlando	5/31/09
36. The Community Foundation of Greater Lakeland	\$5,773,281	Lakeland	6/30/08
37. Naples Children and Education Foundation	\$5,565,456	Naples	6/30/08
38. Elizabeth Morse Genius Foundation	\$5,506,300	Winter Park	12/31/08
39. Community Foundation of Collier County	\$5,485,893	Naples	6/30/08
40. Community Foundation of Broward	\$5,242,317	Fort Lauderdale	6/30/08
41. Lockwood Charitable Foundation	\$5,110,002	Miami	12/31/08
42. Lillian S. Wells Foundation	\$5,024,527	Fort Lauderdale	12/31/08
43. Forrest C. & Frances H. Lattner Foundation	\$4,880,000	Delray Beach	12/31/08
44. Whitehall Foundation	\$4,811,667	Palm Beach	9/30/08
45. The Lucy Gooding Charitable Foundation Trust	\$4,811,600	Jacksonville	12/31/08
46. Winter Park Health Foundation	\$4,662,379	Winter Park	12/31/08
47. Krauss, Miller, Lutz Charitable Trust Foundation	\$4,600,000	Tampa	12/31/08
47. Palm Healthcare Foundation	\$4,600,000	West Palm Beach	6/30/08
49. George B. Storer Foundation	\$4,590,000	Tavernier	12/31/08
50. Lattner Family Foundation	\$4,514,000	Delray Beach	12/31/08

<sup>1</sup> FPN's 2008 "research year" includes financial data for fiscal years ending between June 1, 2008 and May 31, 2009.

<sup>2</sup> Does not include corporate contributions to the foundation.

<sup>3</sup> Dr. Phillips Charities consists of Dr. P. Phillips Foundation and Dr. Phillips Inc.

<sup>4</sup> Represents the Helios Education Foundation's grants given in Florida only. Helios has offices in both AZ and FL and gives grants in both states.